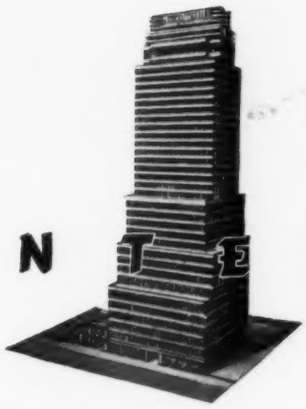

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FEBRUARY 1939

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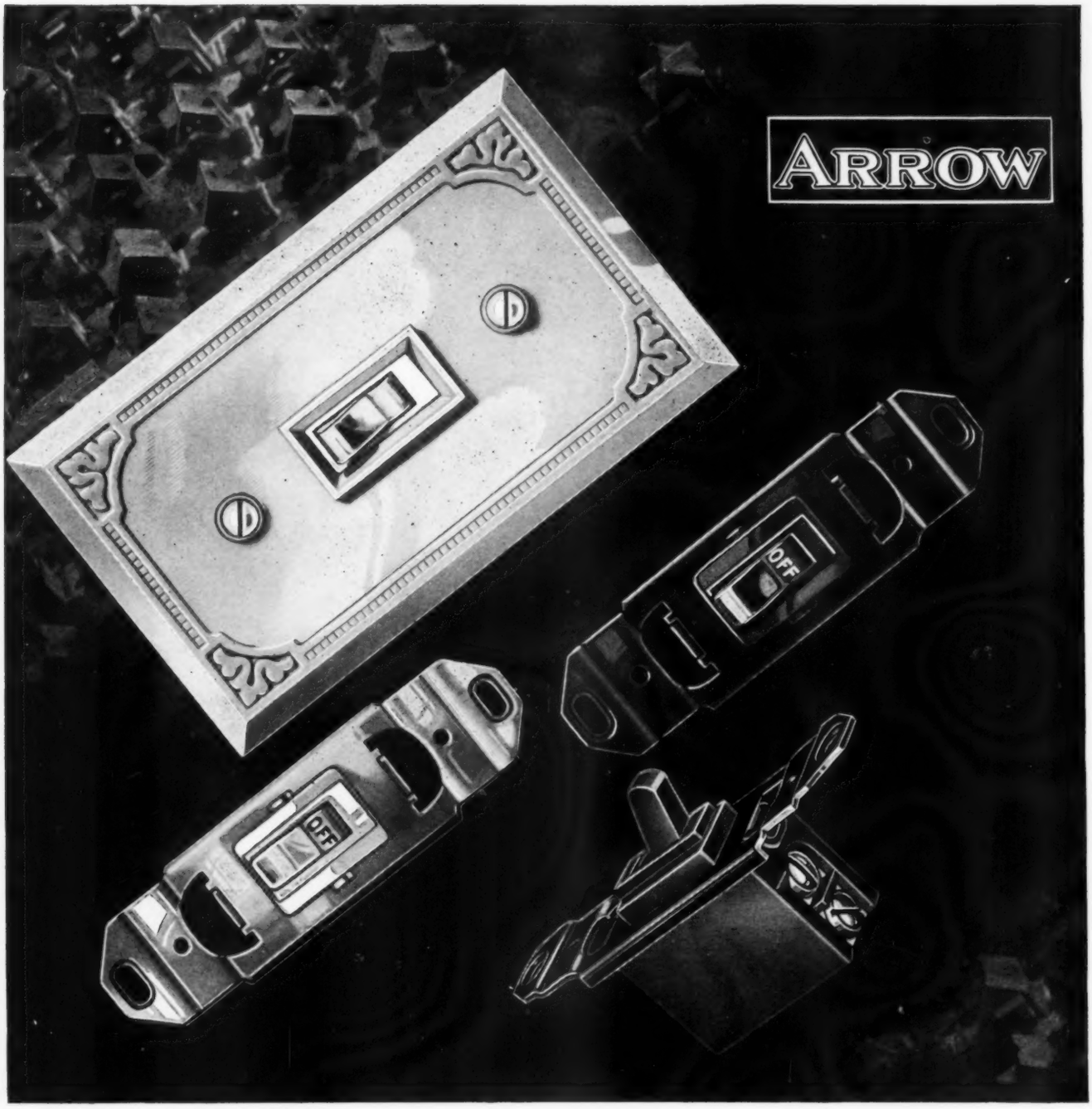


Residential Switches

Just what today's market invites!—a high-grade line priced *in-between* your high- and low-cost switches . . . Now, modest jobs can be *adequately* wired with switches of adequate *quality*.

Switch-bases are small, completely enclosed, substantially made of Bakelite. Solid Bakelite neck and operating lever. Show-parts of brown Bakelite, or cream-tinted white IVORYLITE.

The sturdy mechanism has self-aligning contacts. Wide, reinforced mounting strap adds rigidity. Large binding screws accommodate No. 10 wire. Bases only 1″ deep, 1½″ long, ⅞″ wide, allow generous wiring room in any switch box.

Listed as standard by Underwriters Laboratories:—rated 10 Amp., 125 V.; 5 Amp., 250 V. No. 1881 is single-pole; No. 1883 3-way. (For IVORYLITE add "I" to catalog numbers above).

SOLD THROUGH YOUR **ARROW ELECTRIC DIVISION** ELECTRICAL WHOLESALER
THE ARROW-HART & HEGEMAN ELECTRIC CO. HARTFORD, CONN.

LOOKING INTO THE NEWS

NATIONAL DEFENSE ANOTHER MARKET—The lime light now plays on national defense. Millions, millions, millions to be spent on air force, army, navy. For what? Largely for manufactured products—trial orders for munitions, real orders for everything.

There won't be a parade in your city nor any flags on the factories but the orders will be there—in your home town. And there is business in it for you, if you go after it.

★

IES CAMPAIGN RIGHT AHEAD—Six times more IES tagged lamps were sold in the last half of 1938 than in the first six months. The lamp makers liked it. So now they are putting on a spring campaign to reach 55 per cent of all the families in the USA.

National magazines and local newspaper advertising will capture attention. Retail dealers will move up and sell. That's the plan. And the wholesalers' salesmen will sell the dealers—if they want to.

★

AGAIN, AS TO BUSINESS—Don't let anybody discourage you about business. Things were easing off in January. But they always do. And all signs and the best prophets point to a renewed upward climb through spring and early summer.

Construction is riding high. Machine tools show a sharp advance. Automobile stocks are half those of a year ago. Retail trade is swelling. Utilities expect a gain. We are on the move and any wholesaler who is willing to work hard this season will dish himself some gravy.

★

PUT BACK THE CHLOROFORM!—Well, Washington has made a survey and there are more men over 40 working in industry today than before the depression. So we won't have to chloroform them after all.

And when we tie-in by selling the factories better light, ventilation and control, these venerable hands will be at a premium, because of their experience and steadiness. Here lies management's chief problem today. And part of the answer is electrification.

★

NOW INDUSTRIAL ELECTRIFICATION—NEMA has set up an Industrial Electrification Bureau Committee to plan and develop a promotion campaign in the industrial market. NEWA chairman J. C. Johannesen and past chairman L. E. Latham attended. The other

branches of the industry sat in. Everybody is for it and the program is being worked out.

This is good news. For every city has plenty of factories that are way behind in electrical equipment. Also, it is a salable market, because benefits can be demonstrated and proved.

★

LOYALTY TO THE PRICE BOOK— Melville B. Hall, St. Louis wholesaler speaking of the new year, writes "The large hurdle is loyalty to the price book! Consumer buying at wholesale prices is rampant. Financing of worthless contractors is unchecked. Grabbing to get more than the natural share is a prolific source of trouble."

"Loyalty to the price book!"—a good phrase, a good sermon in itself. "We are not morons," Hall says. "Why do we act like mental defectives when it comes to prices?" *Courage, men, courage!*

★

MAYBE A CURE IN PRICING?— A Chicago wholesaler says that discount chiseling could be stopped by proper pricing. Operating costs should be studied. Maybe the lower the price, the higher the discount should be? Perhaps 10 per cent should be the cash discount?—sezzee.

Nobody knows—and that's a good reason for finding out. Most every suggestion deserves consideration unless we are willing to just worry and complain from now on. There's something wrong. And some day some bright lad will find out what.

★

THANKS FOR "SPRING SWING"— It isn't every day an advertising man can have some fun. There is so much work mixed into it. But the guy who wrote the Edison Electric Appliance booklet "Spring Swing" had him a time. For a little while he thought he was Benny Goodman and his clarinet and the jitter bugs were all around him.

Most advertising keeps telling you to do things. This booklet just enjoys itself—and so do you. It talks swing patter—but it's going to sell a lot of stuff.

★

BIGGER HIGHER TELEVISION— The race is on. General Electric has secured a license for the most powerful television transmitter in the country (10 kw.). It will be mounted in the Helderburg Hills, 12 miles from Schenectady—200 feet higher than the Empire State Building in New York City—so far tops.

The GE station will broadcast pictures over the Albany, Troy, Amsterdam and Saratoga region. In short, television is still purely experimental, still tied to the engineers' apron strings.

★

FOR EXAMPLE AIR CONDITIONING— Looking for a market? Well, try portable air conditioning. For example—Doctors are too proud to advertise—but they can air-condition their offices so people won't mind waiting in them. Again, one manufacturer reports portable room cooler sales to 46 hotels. And 25 of them are in northern cities. How about those in your territory?

Places to sell? Just look around you.

★

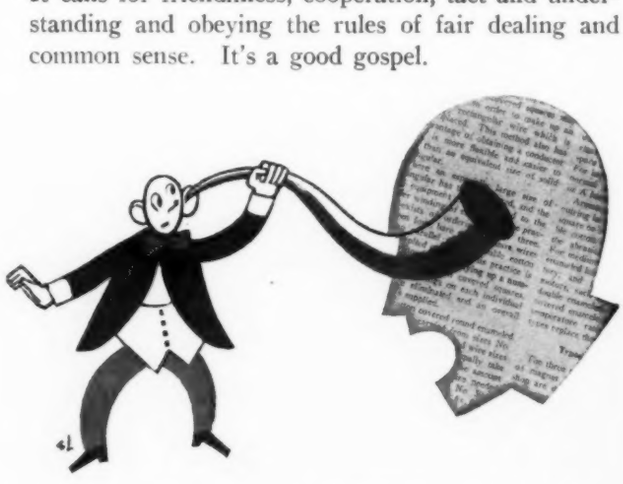
ANOTHER CHAIN GOES CIRCUS— General Electric Supply has just completed a circus round-up. Two crews traveling with displays have completed meetings in 72 cities from coast to coast. The theme was light conditioning, which is a new name for a good old salable idea—the use of lighting.

But you don't have to be a chain to tell the story. You and your contractors and dealers can tell it in the plant of every industrial and commercial customer—and prove your argument. You can be your own circus, feller!

★

LIKE RUNNING A HOME— "Running a business is like running a home," says Charles R. Hook, president of American Rolling Mills and head of the National Association of Manufacturers. You must pay the bills and keep the family happy and save something for a rainy day.

Business is not as complex as it seems, he says. It calls for friendliness, cooperation, tact and understanding and obeying the rules of fair dealing and common sense. It's a good gospel.



FLUORESCENT LIGHTING EQUIPMENT?

• If you are interested in selling Fluorescent Lighting equipment, Wakefield has a "red-hot" idea for you.

The new Wakefield Fluorescent Lighting unit permits amazing flexibility in streamlighting fixture design. Connect three, four or more together for a solid bank, or run them end to end for long, continuous streamlighting. You can offer Fluorescent lighting fixtures in scores of designs . . . thanks to the Wakefield interconnecting Fleur-O-Lier Unit.

This new Wakefield unit also provides a "red-hot" answer to warehouse stock problems. Only one standard size unit in three different lengths (to accommodate available wattages of Fluorescent MAZDA lamps) to achieve a wide variety of lighting effects.

For details, write or wire one of the men in the picture above (addresses below). Each of them has samples of the new Wakefield Fleur-O-Lier Units and full information and will be glad to get in touch with you.

Features of new

WAKEFIELD FLUORESCENT UNIT.

1. Can be connected together to form lighting fixtures in a wide variety of streamlighting forms.
2. Efficient double parabola reflecting surface.
3. Engineered design.
4. High quality finish.
5. Excellent for:
   Specialty Shops
   Theatres
   Color matching
   Offices
   and scores of other uses

Write direct to the man listed below who calls on you:

Media, Pa.
H. W. Wilson,
Box 442,

New York City
H. H. Roberts & Co.,
41 Warren St.,

Boston, Mass.
B. E. Davidson,
161 Summer St.,

Atlanta, Ga.
M. L. Whitman,
Bona Allen Bldg.,

Los Angeles, Calif.
H. C. Barnard,
F. J. Airey Co.,
1855 Industrial St.,

Buffalo, N. Y.
H. H. Mallon,
140 Elmwood St.,

Seattle, Wash.
E. A. Olsen
H. B. Squires Co.,
166 Jackson St.,

San Francisco, Calif.
S. P. Russell,
H. B. Squires Co.,
1277 Howard St.,

Dallas, Texas
H. A. (Doc) Auchter,
103 Thomas Bldg.,

Detroit, Mich.
T. G. Carroll, Co.,
279 Highland Avenue

Minneapolis, Minn.
H. I. Kenney,
1201 So. Third St.,

New Orleans, La.
Paul Hogan, Jr.,
823 Perdido St.,

Indianapolis, Ind.
Ray Knoop,
1024 N. Drexel Ave.,

Salt Lake City, Utah
Elmer E. Jonsson
41 Post Office Place,

Huntington, W. Va.
Charles E. Robison, Jr.,
1683 Sixth Ave.,

Kansas City, Mo.
Frank A. Bettis,
Harry W. Neal Co.,
3619 Broadway,

Kirkwood, Mo.
R. C. Crow,
135 West Washington

DISTRIBUTED THROUGH WHOLESALERS

THE F. W. WAKEFIELD BRASS COMPANY
929 SALESWOOD PARK
VERMILION, OHIO

"I had a record made of my best sales talk. Wanna hear it?"

HE SELLS to Make Money

He finds that sometimes a new way to do that old job helps build up the profits.

By A. B. Conklin, Jr.

Vic Pratt tailors his selling to each job. He studies the problem, then recommends materials that will properly solve it.

SALESMAN F. V. Pratt works the city territory for Graybar's Cleveland house. He specializes on contractors and industrials, and operates under the interesting theory that sales can be made without cutting prices. He has been in that territory about 15 years.

Long ago Pratt discovered that there was money in wholesaling. He is still making it. And it is not just because he makes the rounds and knows the trade. Pratt does it by concentrating on profitable lines and by selling those customers who have the money to spend—and will spend it—when they are properly sold. So he's a salesman, not an order taker.

A good illustration of how F. V. sells is found in a job he did recently for a local manufacturer. Pratt had been getting some of the firm's business for several years but enjoyed no monopoly, by any means. Well, while talking with the chief electrician one day, he found out that plans were being made to relocate a number of large machines which were powered by motors ranging from 5 to 40 horsepower. The wiring would have to include a number of high capacity outlets.

The electrician was planning a regular conduit wiring job and wanted Pratt to submit a price on the supplies that would be needed. But Pratt couldn't see much money for him in that particular deal. He knew that several other wholesalers would be called in to make bids against one another. And the lowest price would get the order. Not much nourishment in that for a go-getting salesman. So Pratt figured he would try something else.

He studied the job, on a hunch that here was a place for a new idea —a different wiring system. He discussed his hunch with the local Trumbull man, and found it good. Then he returned a day or so later and talked bus-bar distribution via the Flex-A-Power system.

Sure, the plant electrician had heard about it, but hadn't considered any such system. It would cost too much money. Times weren't any too good and the brass hats were holding down expenditures.

So Pratt was up against the old, old story. And that is when he really started to work. He was sold on the idea himself. He was certain that the installation would be well worth the added cost and would pay for itself in the long run. He had been well coached by the manufacturer's representative.

His sales story was based on two points. First, that the bus system would provide greater flexibility for future changes. Second, it could be salvaged if the machines were moved to another building later on. He elaborated these points, step-by-step. Then he asked George Van Cleef, the local Trumbull man, to make a couple of calls with him. They converted the electrician first. Then they ganged up on the chief engineer.

And about three weeks after the first call Pratt had the order. It came to more than $2,000 and showed a handsome profit. But F. V.'s work wasn't finished. Some of the offsets, T's and elbows had to be specially made. So the plans had to be drawn up and sent to the factory. There the entire system was fabricated as a unit.

The job completely satisfied the buyers. And since that original order Pratt has sold them three more smaller installations. And it all came about because he is looking not just for volume, but for profit.

Here is a great industry. Many shops should be your customers. The rest buy from your contractors.

You Can Sell
MACHINE SHOPS

By Edwin Laird Cady

THIS is the machine age. Machine shops are everywhere, and every one of them uses a lot of electrical equipment. Together they offer a big market to the wholesaler's salesman.

Machine shops range from the River Rouge plant of Ford Motors, to the lathe and drill press in the corner garage. Yet every one of them has three problems: *Accuracy,* or the fineness of dimmensions to which it can work; *Adaptability,* or how quickly it can change from job to job; and *Rapidity,* or how fast it can get the work done. Gear your sales talk to those three.

Naturally, you are primarily interested in the large machine shops which have their own electricians and are wholesale buyers. The rest buy through contractors and retailers. But there are two types of machine shop customers: (1) shops which only make and repair machines and metal products, and (2) incidental repair shops of big textile mills, mines, railroads, and the like. The incidental ones may have electricians to take care of all of their works, and so qualify as customers even though their machine shops alone could not employ individual electricians.

There are about 12,000 "outright" machine shops in the U. S. A. As for the incidental ones, allow one each for the 20 per cent of factories which make 80 per cent of the nation's goods. You have 34,000. Then add 12,000 railroad locomotive repair shops and 1700 railroad car repair shops, 7000 coal mines, 11,000 metal and non metal product mines, then add all of the bigger jails, garages, etc., and you reach this conclusion: *One out of every five worthwhile industrial prospects has or is a good sized machine shop.* And that conclusion has a liberal margin of safety for the ones which farm out their repair work.

Machine shops use practically every product you sell. Furthermore, their requirements are almost hopelessly individual and diverse. How, then, can we sell them?

Start with the electrician's card index. It is an almost universal custom among electricians of machine shops, which are big enough to be your customers, to keep a card index or similar record of every piece of electrical equipment. The diversity of electrical equipment necessitates these records.

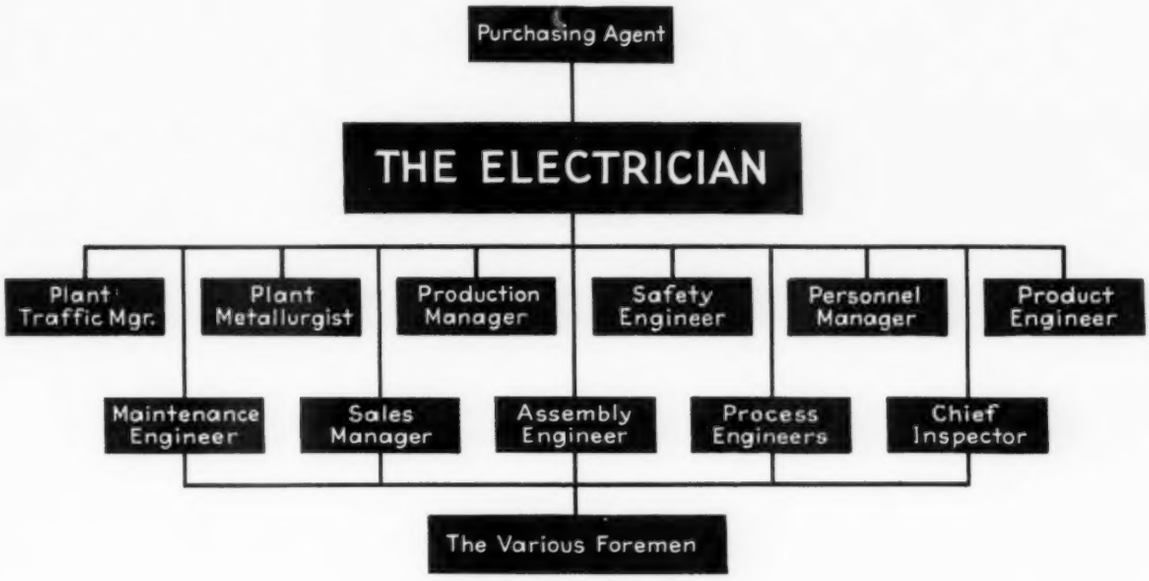
Red cards may be used for troublesome equipment. The names of contractors called in, the original loads and reserve capacities figured at installation time, the costs to date for repairs, the outage hours, the stand-by equipment available, the things the electrician some day hopes to buy, are just a few of the items which may be found listed.

Next, check the lighting. In looking at lighting, you must look everywhere, and therefore will see every important piece of electrical equipment. Lights must be adequate, aimed and focused for nonglare, and diffused to prevent the optical illusions which come from shadows. Many focused local lights, mounted on the machines, backed by generally diffused overhead lights, are the modern trend. Incidentally, talk the lighting over with the plant safety engineer.

Small motors may be found "tem-

(Continued on page 38)

These men buy for Machine Shops—See Them



And these are the things they buy

PORTABLE TOOLS
blowers
drills
grinders
hammers
metal shears
pumps
saws
sprayers
welders

FOR MATERIALS HANDLING
automatic controls
electric eye counters
industrial truck supplies
limit switches
valves, motorized

FOR HEAT TREATING
automatic controls
pyrometers
resistance heaters

FOR ASSEMBLY AND FASTENING
glue pots
immersion heaters
nut drivers
screw drivers
solder pots
soldering irons
strip heaters
welders

FOR PROCESSES DEPARTMENTS
exhausters
man cooler fans
noxious gas detectors
pyrometers
recording thermometers
sprayers
unit heaters
valves, automatic

FOR INSPECTION
color lamps
electric counters
electric eye devices
electrical testing instruments
electrical measuring devices
flashlights
gamma ray devices
signals
timers
x-ray devices

FOR MAINTENANCE
floor scrubbers
motor driven brushes
pipe threaders
vacuum cleaners

PERSONNEL & SAFETY DEVICES
automatic guards
coffee makers
cooling fans
disinfectors
electric eye devices
interphones
hot plates
public address systems
radios
stoves
time clocks

GENERAL ELECTRICIANS SUPPLIES
ammeters
batteries
blowers
boxes, outlet
cable
chargers, battery
circuit breakers
compound, insulating
compound, soldering
conduit
contacts
controls, motor
cords, flexible
cords, waterproof
devices, wiring
dressing, commutator
drills, electric
fans, exhaust
fishing equipment, wire
fittings, conduit
fixtures, lighting
flashlights
floodlights
fuses
grinders, electric
hacksaws and blades
incandescent lamps, all sizes
instruments, indicating
instruments, recording
lamp changers
lamp guards
lamps, portable, work
meters
motors
panelboards
paste, soldering
plugs, attachment
pullers, fuse
receptacles
reflectors
signalling equipment
sockets
solder
soldering irons
starters, motor
stations, push button
switches, limit
switches, pull and canopy
switches, safety
switches, time
switches, wall
switchgear
tape
telephones, intercommunicating
testers, battery
testers, ground
testers, insulation
thermostats
toggle bolts and screws
tools, construction
tools, electric, portable
tools, electricians
transformers
unit heaters
valves, magnetic
valves, motorized
varnish, insulating
voltmeters
welders, electric
wire, all sizes
wire connectors, solderless

HE HELPED LIGHT *Lancaster's New School*

And with it came a $15,000 fixture order. It took intelligent selling.

JIM HALL spent eighteen months selling the lighting for the new John Piersal McCaskey High School at Lancaster, Pennsylvania. That's quite a spell to work on one job. Of course he wasn't at it every day. He had other things to do. But for a year and a half he worked, planned and thought about this job. And it was well worth it. For Jim is head lighting salesman for Jno. E. Graybill & Company's branch at Lancaster, Pennsylvania. And he came out with a $15,000 fixture order. Nice business! It included *all* the lighting except the spots for the stage. Of that amount, $10,000 represented special units at a good profit, while $5,000 went for standard lighting pieces.

How He Did It

This is how the sale was developed. Hall learned that Henry Y. Shaub, an able Lancaster architect, had the contract for designing the million dollar school. So Jim contacted him. Of course he knew Shaub already, just as he knows the other architects and builders in the locality. He makes it a point to keep in close contact with all these men who influence buying.

When Hall first visited Shaub the plans were still vague in the architect's mind. So Jim was at it early. But competition was strong, for this promised to be a fat piece

Jim Hall, lighting specialist.

of business, and orders of such size are not available every day. Even so, Jim was in a good position, and he capitalized it. In the first place, he had worked with Shaub on previous jobs, and had gained his confidence. Second, he was in on the job early. And third, he was located right there in Lancaster.

So Jim sold himself to Shaub without too much trouble. But there was a lot to be done before they tackled the school board. After all, these were the men who could reject or accept all suggestions. Therefore Hall worked closely with the architect, bringing forth lighting ideas as the plans for the building took form. He spent a great deal of time figuring the wattage specifications which Shaub demanded for each outlet. So it wasn't simply a case of selling attractive fixtures. It took real work. Then they drew up sketches for some special units to be used on the exterior of the school, in corridors, and the library.

Although Jim's main selling was directed to the architect, he also arranged two meetings with the members of the school board, to tell them why certain pieces were to be used in the halls, classrooms, swimming pools, gymnasiums, lunch rooms, and so forth.

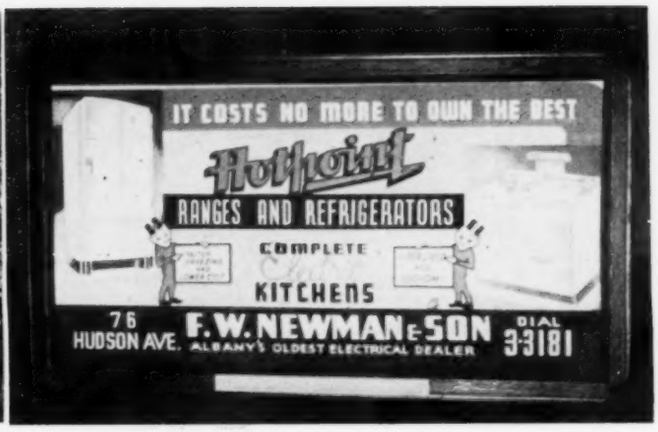
Contractor Tie In

But Jim still didn't stop when he had satisfied the architect and the school board. He made a number of good will calls on the Conestoga Electric Company. This firm had the wiring contract. Although they were only to install the fixtures, and were not Hall's customers, he worked with them until they were satisfied. And this meant more business for the house later on.

That is the way Hall operates. He keeps everything running smoothly by taking care of details before trouble starts. He is still a young man, but he has been selling for ten years. Before joining Graybill four years ago, he specialized for six years on lighting for a contractor-dealer in Lancaster. He knows his lines, his customers, and his town. That's why he's successful.

HE WANTED TO MAKE MORE MONEY!

One of the model window displays set up by the advertising department for window dressers to follow.



F. W. Newman, Albany dealer, wanted to advertise in street cars and buses; so Havens prepared this ad.

Building Sales with PROMOTION

Havens Electric has an advertising department. It serves customers as well as supports its own selling organization

LIKE any other wholesaler, Havens Electric, Albany, New York, has a number of men out selling. They are good salesmen—well trained, hard workers. But Havens doesn't call it quits when a man goes into a territory. Headquarters continually paves the way with a steady flow of advertising and promotion material. This keeps the Havens name before the trade, opens markets, creates interest, and sells goods.

This job of spreading the good word is handled right. Some fifteen years ago Edward E. Moecker took over the work. He knows what selling helps are effective. Three mediums he uses, besides the salesmen themselves, to carry the firm's messages to customers and prospects.

Use These Mediums

For some years catalogues have been Help No. 1. These are sent out at regular intervals. One describes supplies and equipment, others show appliances. Supplementing this service is a weekly bulletin covering price changes and new products.

Direct mail is Promoter No. 2. Manufacturers' pieces are used, but the heavy load is carried by special literature which Moecker develops. This stuff is mailed to a select list worked up from salesmen's reports, phone books and commercial listings.

Demonstrations are the No. 3 medium that help the salesmen. Havens does not employ a home economist, but calls in the factory demonstrators to show dealers how appliances are used and sold.

Telling its own story is just a small part of the Havens promotion job, however. Moecker spends most of his time developing programs for retailers. He is really their advertising agency. For instance, the program on refrigerators and ranges is built around a cooperative fund to which both the house and the dealers contribute. The money is handled by Moecker and is spent for all types of advertising—newspaper, direct mail, displays, car cards and outdoor signs.

All this material is prepared by Moecker's department and personalized for the individual dealers. Payments to the fund are based on the volume done by each dealer. A filing system is maintained showing how much every dealer has put in.

(Continued on page 38)

Newspaper advertising copy prepared for a local dealer. It is tailored to fit the dealer's own trade.

1938's Greatest
RADIO OFFER
A 1939 G-E RADIO and TIMER CLOCK Combination THAT GIVES YOU . . . AUTOMATIC "On and Off" OPERATION . . . FINGER-TIP TOUCH TUNING . . . SELECTION OF PROGRAMS 12 HOURS AHEAD . . . for Only
$39.95
SETS WITH THESE FEATURES RARELY IF REGULARLY SELL FOR $79.95 AND UP
G-E TIMER CLOCK
HEAR!
The radio that has everything
KEYBOARD TOUCH TUNING
PROGRAM PRE-SELECTOR
and the amazing BEAM-A-SCOPE
RADIO
NO AERIAL! NO GROUND!
BEAM-A-SCOPE
1939 G-E RADIO FOOTBALL HANDBOOK FREE
COME IN TODAY
J. M. VARNEY CO.
91 SOUTH STREET

Some Have Salesmanagers...

WHO HELPS

By John H. Frederick

Most of the electrical wholesalers' salesmen of the country operate with too little guidance and help. A recent study of the number of independent electrical wholesale establishments employing full-time sales managers proves this statement.

The fact is, 76 per cent of the independent electrical wholesalers of the country have no official in their organizations definitely charged with the work of managing salesmen. No-one is even called "Sales Manager". Only 16 per cent of the independent electrical wholesalers, (excluding the national chain houses) employ sales managers who devote their full time to providing salesmen with sales tools, helping them control their activities so that they will be most effective, supervising their relations with customers and stimulating them to constant fresh endeavor.

In far too many electrical wholesale establishments sales management is nothing but a side-line of one of the executives or owners of the business. Three per cent of the electrical wholesalers combine sales management and purchasing and 5 per cent combine it with other activities so that one man may serve as secretary and treasurer of the company, general manager, purchasing agent and sales manager. The logical result in these cases is that sales management becomes the step-child.

A further study of those wholesale establishments which do not have sales management functions definitely allocated to any one individual, shows that the general manager usually assumes whatever sales management work is done. In these cases, 32 per cent of the houses showed their general manager or other responsible operating official spending from 50 to 90 per cent of his time on sales management; 24 per cent spent less than half their time on sales management; and 8 per cent spent their entire time on this work although they did not carry the title of sales manager. But in 30 per cent of these houses no time at all is devoted to sales management activities.

Even where sales managers were employed this study revealed that a large number of them were sales managers in name rather than in function. Of course, many of the independent electrical wholesalers of the country are small concerns with not more than three or four salesmen. But it is surprising how many with ten or more salesmen have no full-time sales manager or pay very little attention to sales management. The result is that a very large number of wholesaler's salesmen are their own sales managers.

It is up to these individual salesmen to develop their territories and to work out plans, policies and methods. And this is hard to do, for any man who must be outside making

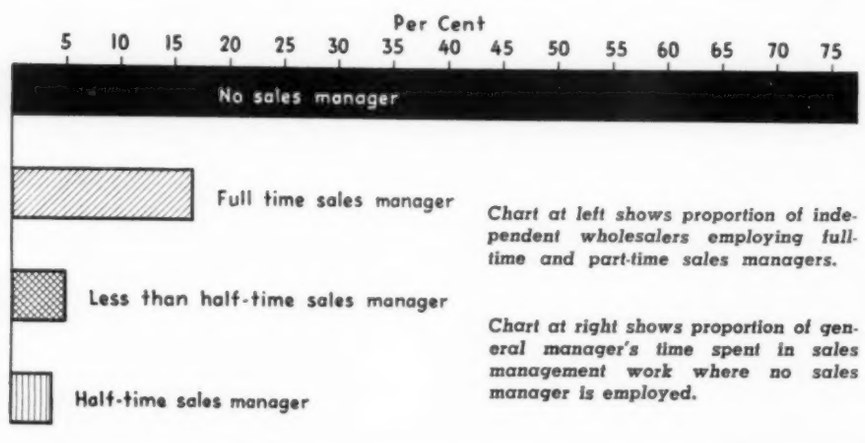
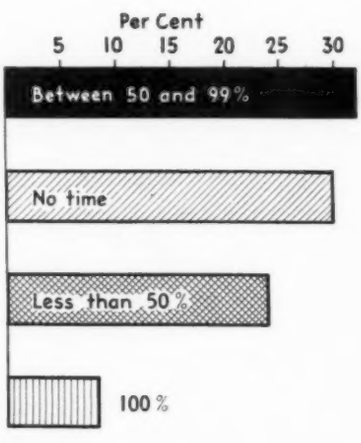

Per Cent
5 10 15 20 25 30 35 40 45 50 55 60 65 70 75
No sales manager
Full time sales manager
Less than half-time sales manager
Half-time sales manager

Chart at left shows proportion of independent wholesalers employing full-time and part-time sales managers.

Chart at right shows proportion of general manager's time spent in sales management work where no sales manager is employed.



S YOU?

calls. It may be helpful, therefore, to suggest a simple method whereby a man may analyze his job and organize it better. So here is a convenient check list that has been used successfully. Find out everything you can on these points, and your selling will be easier and more effective:

1. Investigate your territory as to:

(a) Present customers
(b) New customers
(c) Potential sales possible
(d) How thorough is territory coverage now
(e) How much additional work would cover it thoroughly
(f) Special conditions in territory
(g) Possible developments in territory — industrial, contractor, retailer
(h) Profitable and unprofitable customers—where is the dividing line
(i) Buying habits and preferences of customers and prospects
(j) Products or lines easiest to sell and where
(k) Products or lines most profitable to sell and where

2. Customer Relations

(a) Good-will building
(b) Service
(c) Claims and adjustments
(d) Reciprocity

3. Competition

(a) Competitors' methods and practices
(b) Industry problems affecting sales
(c) Trade association activities

A recent survey shows that 76 per cent of the independent electrical wholesale houses have no regular "Sales Managers."—What then?

These points lead to the information that any good sales manager would have on the territories of his men—ready to help them sell more goods. So the individual salesman as his own sales manager, operating his territory as his own business, should have them also. Remember too that sales management has been defined as the art of getting extraordinary results from ordinary men. So every man can be his own sales manager—if necessary. And if he is smart, he will be, no matter whether or not he has a boss with that responsibility.

DO YOU BELONG?

By
Earl Whitehorne

A LOT of horse sense is being preached by W. J. Cameron of the Ford Motor Company these days. Speaking recently to his "friends of the Sunday Evening Hour," he said that 1939 is to be a salesman's year. Then he made another point. "Our people have been the greatest buyers in the world," he said, "which has led us to think that we must be the greatest salesmen in the world. The facts dispute that conclusion."

About 65 per cent of the motor cars sold today, according to Cameron, are bought by people who walk unsolicited into the dealer's store. And 70 per cent of all goods sold by salesmen are sold by 20 per cent of them. The rest of the salesmen go round gathering such orders as are more or less ripe and ready.

WELL, if most motor cars are bought, not sold, how about us? For fifty years the electrical market has been expanding—more wired homes, stores, offices and factories, bigger lamps, more equipment to do more things, more people wanting appliances that need more outlets. An almost uninterrupted growth has driven us on.

Wholesalers' salesmen have been reared in this atmosphere. They have been selling contractors and dealers who needed goods to install and to re-sell. They have been selling industrials equipment required for maintenance and extensions. Year after year it's been a matter of supplying a demand. And then the depression slowed us down.

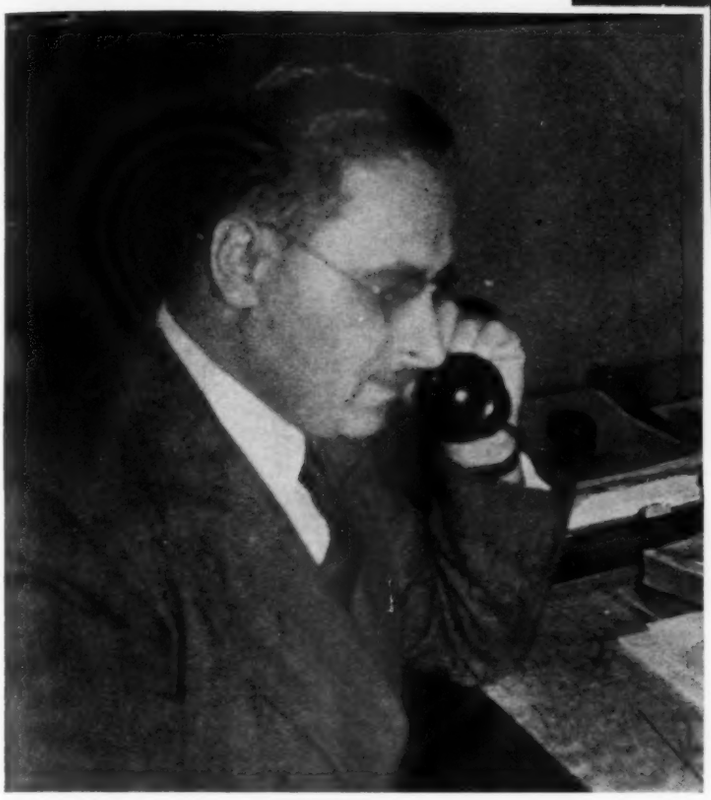
Now comes the time for rebuilding America back to an $80,000,000,000 country once again. Part of it will be increased electrical business. What part will be yours? That is the point!

CAMERON says that "what is needed in 1939 is uninspired salesmanship—men who go to their job as a farmer goes to his plowing—not wondering about the 'upturn' but steadily turning up the furrows." *And, in the past, only 20 per cent of us have been this sort of people!*

Instead of being carried forward by a growing market, it is our job today to carry the business forward ourselves. The Boss and the manufacturers have long been generously supplying us with inspiration and crutches. Now they look to us for initiative, for head work, for creative selling.

And why not? For in this land and in this industry any salesman, who really wants to join the 20 per cent and prosper, can do so.

MEN YOU SHOULD KNOW



N. C. Goldman

OF TOLEDO

He's moved forward by looking ahead, then acting

NATE GOLDMAN would have been a natural for Horatio Alger. From a thirteen year old immigrant boy to head man of one of Ohio's largest wholesale houses at forty-four! In a few words, that is the career of N. C. Goldman, president of the Commercial Electric Company, Toledo. And it all came about through Goldman's high standards of dissatisfaction.

His story is one of step-by-step progress and accomplishment. For he began learning at once, and was soon out on the streets after school, loaded down with papers. That went all right. Not well enough, though, to keep the family budget balanced. So at fifteen Nate quit the sixth grade to take a full time job. He became an electrician's helper.

First A Wireman

The work was enjoyable and he made more money than ever before, but he was looking ahead. His plans didn't include marking time. So he worked in various shops, gathering ideas from each new boss; and at nineteen became a licensed wireman. That was fine. It meant still more for the family. It showed progress. But he saw that a wireman's future was limited. He figured more money could be made working for himself. So Nate Goldman stepped out on his own as one of Toledo's contractors.

Contracting was all right, too. But he was still looking ahead and saving money. Then he noticed that some of the smaller contractors frequently called on him for supplies. For awhile he sold them at cost. Then he decided he could make extra money buying in larger quantities and reselling at small lot prices. His volume grew. Then he took the next step. About twice a week he went out into the territory calling on small town contractors.

This was interesting and more profitable than contracting, he found. So Nate quit wiring entirely and started the Commercial Electric Supply Company. He was just 23 at that time. His first location measured 20 feet by 100 feet, but he soon brought in enough business to make this space inadequate. Then he rented another floor and took on more help. Three years later he acquired a much larger building and six years after that located in his present quarters with 30,000 square feet of floor space. In 1928 the business was incorporated and the name changed to the Commercial Electric Company.

As his business increased, Goldman still held to his basic idea. He continued to look ahead—for new markets and products to sell. For instance, when radio first came in, he saw that it was no mere fad, but a coming business. So his men were soon out selling earphones, tubes and condensers.

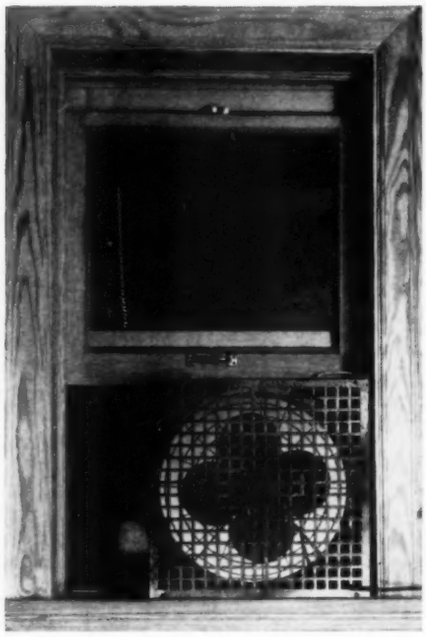
HE WANTED TO MAKE MORE MONEY!

Again, when radio and the other major appliances really began getting into the big volume class, Nate did some more looking ahead. He realized that his regular supply salesmen were not geared for this type of selling. So he divided his sales organization into three parts; one to handle supplies, another for radio specialization, and the third to sell the other large appliances. With this set up each salesman concentrates his entire time and effort on his particular specialty.

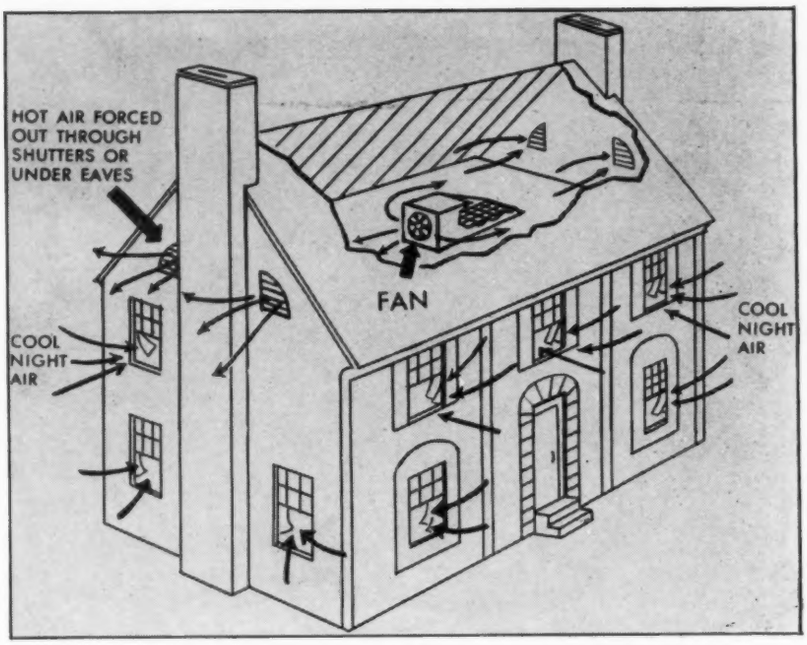
Still Looking Ahead

And Goldman is still looking ahead. He is still studying the major appliance market. He believes it will be even more profitable in the coming years. And to be sure that his company gets its share, he is moving into a still larger building later on this spring where he will have plenty of space to display and warehouse the whole line.

In 1937 he bought the McCleery-Carpenter Electric Company in Columbus, so our guess is that his next expansion will be a main house-and-branch-organization. Also, his son, Stanford, is now in the Wharton School of Finance and Commerce, University of Pennsylvania, studying the economics of distribution. That looks like more progress.



An attic fan, set in an open window, drives air from the enclosed attic space, and pulls it up through the house.



A conventional attic fan installed to exhaust air from a box set over an opening in the floor. Air discharged into the attic escapes through grilled openings, windows or open eaves.

SELL *Attic* FANS

This proven device for summer comfort is a wholesalers' profit line. Here are the reasons

ATTIC ventilation has opened up a wide new field for wholesalers' salesmen. They are its logical promoters through contractors and various types of dealers who should be selling and installing the fans and blowers. The apparatus carries a very satisfactory profit rate. The market is hardly scratched. And most every job requires a little extra supply material—some armored cable wire, an outlet box, and maybe a door switch, speed regulator, or time clock.

So it's a natural for wholesalers, easy to sell if you know how. But wholesalers generally have done little or nothing about it. Why? Well there are six reasons:

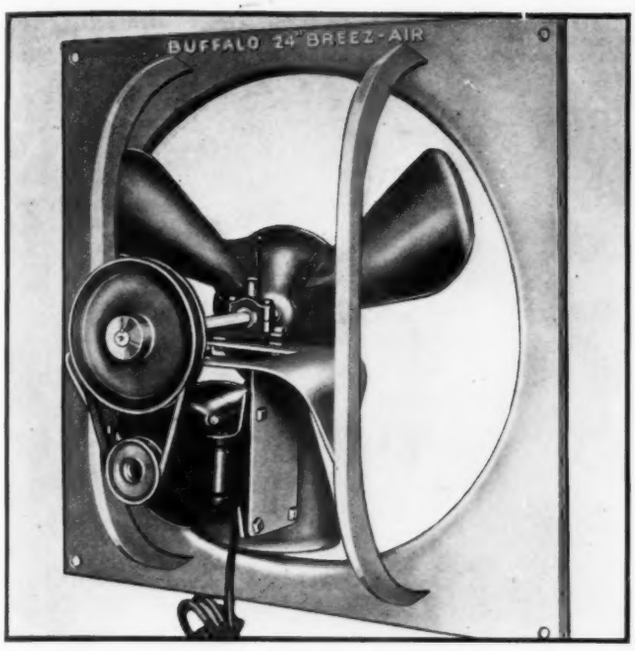
1. *They think there is no market.* But three quarters of the homes in this country are located where summer temperatures in sleeping rooms are uncomfortably high. That means wherever there is a differential of 10 to 30 degrees between day and night outside temperatures.
2. *They think attic fans are costly to purchase and operate.* Actually a good attic fan, of ample size, honestly rated, and well constructed, now retails at about $75.00. Of course larger fans cost more. But even so, this summer comfort can be purchased for the price of a week at the sea shore. And the fans are not costly to run. A $5 bill will pay for the extra power one uses in a whole season.
3. *They think that installation requires extensive remodeling of the house.* Not so! Some fans are simply installed by setting them in front of the open window and opening the stair door. Even when grilles must be let into the upper hall ceiling, or enclosures built in the attic to house the fan, the job is a simple one for a carpenter or sheet metal man.
4. *They think attic ventilation is a make-shift for air conditioning.* It *is* a form of summer air conditioning, making use of nature's own relief, the cool night air. But it's no makeshift. It is a positive cure, based on sound engineering. The results are completely satisfactory when proper sized fans are selected, and installed in accordance with standard practice.
5. *They think attic ventilation is noisy.* It is, if skimp sized fans are used, and run at excessive speeds to force maximum air movement. But proper, modern attic fans, are designed to operate at correct slow speeds, and have vibration absorbing mountings. They are practically noiseless.
6. *They think that attic ventilation destroys home privacy.* Well maybe! But we'll bet Aunt Minnie, who has slept bolted in for forty years, will sleep far better even though her bedroom door is ajar, when the attic fan maintains a gentle circulation of cool air through the room, the whole night long. Or she can have a shutter in the lower panel of the door.

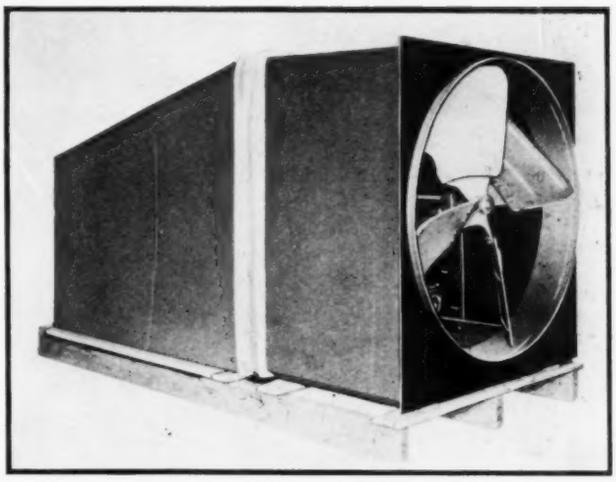
How to Sell

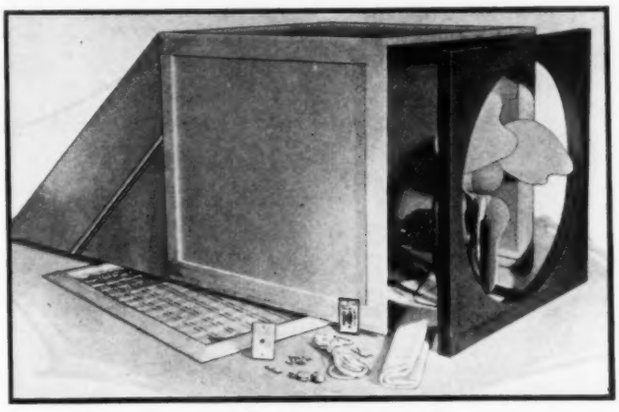
And now, how can a wholesaler sell attic fans? Well, first you sell yourself on this kind of comfort cooling. One or more salesmen in every house should specialize on this line—study the manufacturers' literature—find out how it all works. Then pick some good dealers. They may be electrical contractors. But

The following manufacturers of Attic Ventilation Equipment contributed data used in the preparation of this article.

Ilg Electric Ventilating Co.
B. F. Sturtevant Co.
Clarage Fan Co.
Kisco Co., Inc.
Diehl Manufacturing Co.
Viking Air Conditioning Corp.
Buffalo Forge Co.
Autovent Fan and Blower Co.
Air Controls, Inc.







Above. Slow speed fans, belt driven by quiet motors, are economical, quiet, and easy to install.

Top right. Factory assembled units require for installation, only the cutting of an opening in the attic floor, and an electrical outlet for plugging in the motor.

Right. Complete, knocked-down assemblies, are available in unit packages which include all necessary installation material.

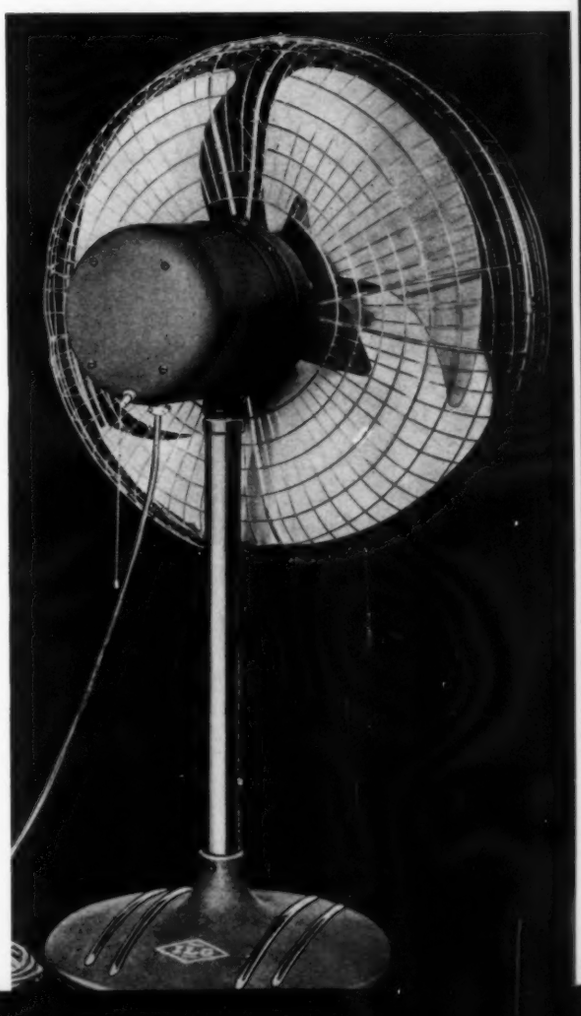
attic ventilation has been successfully sold by furnace and sheet-metal men, air conditioning contractors, oil burner and stoker dealers, and even carpenters who are sales minded. Get at least one alert, profit-minded outlet in each territory, and then work on him.

Show him that the most interesting thing about attic ventilation is the chance for profit. Manufacturers' price schedules leave ample margins for resale. The market is wide open. There is no trade-in problem.

And then when you have your dealer sold, continue to work closely with him. Attic fans must be installed. Be sure you and he know how to figure the jobs. Sell units big enough to be effective. And get yourself letter perfect in the story of attic ventilation—including these points—

1. It is not costly—either to buy or to run.
2. It cools—through actual replacement of warm air with cool air, and it lowers body temperature through evaporation induced by air movement.
3. It ventilates the whole house, removing odors, smoke and dampness.
4. It retards fungus growth and decay in wooden structures, ordinarily accelerated in summer through high temperatures and excess humidity.

Special pressure blades on slow speed motors, pedestal mounted, push a column of air right out through the attic window when set up in front of it. They require no installation.



Above all, remember that attic ventilation fans are high class products—not makeshifts. They are properly designed equipments, guaranteed to give long service, with ratings checked and certified in accordance with the rigid standards of the Fan Manufacturers' Association and the American Society of Heating and Ventilating Engineers.

In a word, comfort cooling through attic ventilation offers a big market. It is our natural business. The profits are ample. The selling is comparatively easy.

This new material supplements that issued last year. For results, use it all.

Adequate Wiring

CHAPTER TWO

New smart promotion material to put over A/W's second year

THE National Adequate Wiring Bureau has just released its second year Plan Book and promotion material. The new stuff is strong and interesting. And it supplements the material developed last year. So the complete set is now usable—a double barreled gun.

The use of cartoons this year is outstanding. Smart drawings which develop human interest bring home the absurdities of inadequate wiring. It is cleverly done. It will convince even casual readers.

Another appealing innovation is a new home planning book prepared with the assistance of the editors of six leading home magazines who are helping put over the campaign. It contains plans and lay-outs for six model houses. It is written in terms women can understand.

New sales helps for contractors include proposal and specification forms and a layout sheet. Cut-outs of furniture, scaled to the layout sheet, are furnished, and cut-outs of full size receptacle plates. With them the contractor can give a simple handy layout with every bid, and make sure other bidders figure on the same plan. He can show on the plan where outlets are needed, convenient to furniture. He can show how the new outlets will look right on the wall.

And to round it all out there are new newspaper ads, a new system for the use of local A/W bureaus, copy for a billboard poster, which makes a good window card, and a new check chart for home owners.

All this new material is of vital interest to the wholesaler's salesman. For it is going to be more and more a part of his job to promote Adequate Wiring. In fact, since its beginning, the Adequate Wiring Bureau has been actively supported by electrical wholesalers. Two wholesalers serve now on the executive committee. The national plan committee chairman is Herb Metz of Graybar. Wholesalers head local bureaus, working on local committees from coast to coast.

These men in executive positions do not give their time and effort to this A/W promotion for fun. It is good business for them—and for every electrical wholesaler—to support the work of this bureau. And through the cooperation of wholesalers with the central stations, manufacturers and contractors, A/W has gone a long way in just one year. Already, 21 cities are operating licensed certification plans. Active promotions are under way in two hundred more. This year still greater progress will be made. It takes time for an idea like this to get rolling.

So step into it. See that your contractors and dealers have the Adequate Wiring story. Talk it—sell it. The success of this A/W Program will put more money in your personal jeans.

PRINT IN BINDING

Modern Devices for

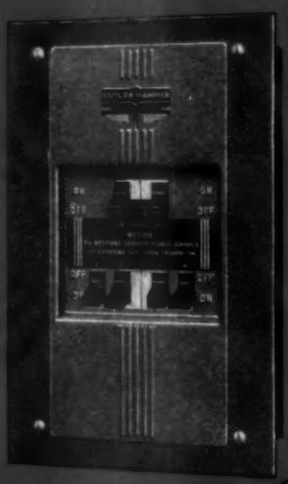
ADEQUATE WIRING

ADEQUATE WIRING SERVES AND SAVES

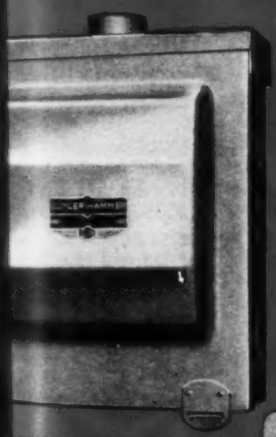
The drive for adequate wiring depends very definitely for success on the use of new and better devices. Meeting high standards of quality at a low price can be achieved only with devices *engineered* for the market's needs. Easy installation; simple foolproof designs; rapid, low cost wiring; are of utmost importance. Cutler-Hammer leadership in making such modern Service Control available is fully appreciated by the men who are making Adequate Wiring the source of increased business volume and profits. It pays to keep ahead of the field with Cutler-Hammer. CUTLER-HAMMER, Inc., *Pioneer Electrical Manufacturers*, 1327 St. Paul Ave., Milwaukee, Wis.

C-H Fuseless Main Switch
... Hailed as the greatest single ...bution to service control, offer... host of advantages. Bulletin ...H17.

C-H Pull-out Main and Range Switch
Above: Built to make installation easy, to save service calls, to permit testing without interruption to service. Bulletin 4334H15.

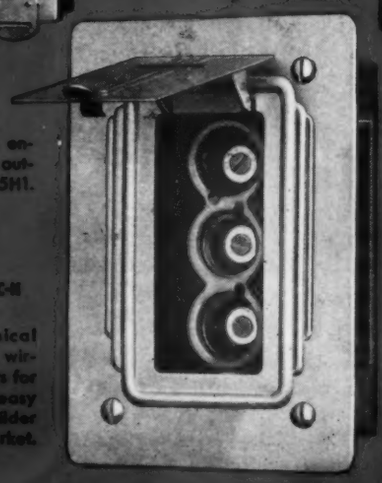


Cutler-Hammer Multi-Breaker
The wiring device that is changing the habits of a nation.
Above: The most modern example of this type of equipment. Foolproof, safe, economical, convenient from every standpoint.

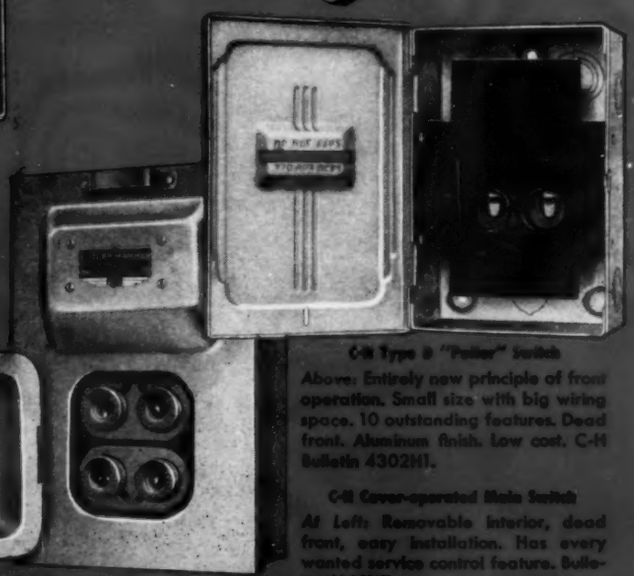


C-H Pull-out Rain-tight Main Switch
...: A modern pull-out ... main switch in a ...ium-plated rain-tight en... for installation in out... ...ocations. Bulletin 4345H1.

C-H Trailer Camp Panel
Above: Designed specifically for trailer camp operators. 30-amp. 3-branch circuit device with 3-plug fuse receptacles in rain-tight case. ¾" conduit hub in top; slot in bottom for extension cords. C-H Bulletin 4389H1.



"Exclusive." The New C-H Tri-branch Fuser
...ight: A new economical ...s to more adequate wir... ...fuse-protected circuits for ...unit. Small, attractive, easy ...lation. A business builder ...he small homes' market. ...4385H1.



C-H Type B "Pusher" Switch
Above: Entirely new principle of front operation. Small size with big wiring space. 10 outstanding features. Dead front. Aluminum finish. Low cost. C-H Bulletin 4302H1.

C-H Cover-operated Main Switch
At Left: Removable interior, dead front, easy installation. Has every wanted service control feature. Bulletin 4331H7.

BINDING

IT'S GREAT SPORT *building a program. These happy gents are the proud daddies of the big roaster campaign which starts this month and will continue all year. From the left, Robert Oliver, Westinghouse; Walter Schwartz, Proctor; Claude Hendon and Marshal Ross, General Electric; Ted Fajen, Nesco; Charles Schwartzbaugh, Everhot; Harold Donnelly, Westinghouse, and Al Caesar, of NEMA.*

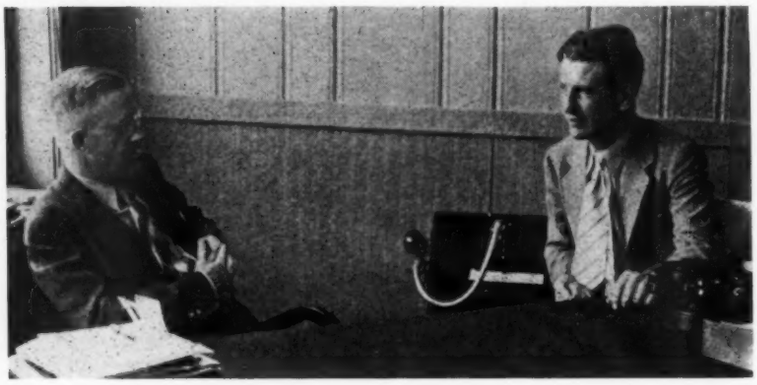
Programs

AND PEOPLE

HE'S A HELPER. *Paul Priesch, who works the West Coast for Proctor Electric, says the way to sell appliances is for manufacturer, wholesaler and dealer to work together and pass along ideas. So he spends lots of time with wholesalers' salesmen and gets them, in turn, to work with their dealers.*

OUT FRONT *of Graybar's house at Washington, D. C., are some of the folks who do their part to keep the house up with the leaders. From the left, George Wilson, Jack Cain, Pete Kettner, Bernard Clark, Margaret Thompson, Lee Kemp, Ellen Merello, George Jones, Grace Loveless and Walter Reed.*

MORE SATURATION *is coming when this team gets together to talk appliance selling. L. M. Burdick, left, manages the Butte, Mont., house for G.E. Supply, and R. E. Lyford heads up the appliance department for the same company at Denver.*



IN PROPER STYLE *General Electric "launches" its 1939 refrigerator line. And the young lady is a pleasant change, in the ceremonies, from the conventional champagne bottle.*

PERFORMITE

ENDURES

Monumental buildings are built to endure. Only the best of materials are used. Performite insulation for all wires and cables is long-lived, and is ideal for all monumental types of buildings.

By all known accelerated aging tests, Performite rubber insulation is far ahead of any other commercial insulation. It is non-corrosive, free-stripping, long-lasting. Performite shows surprisingly little deterioration in the oxygen bomb, air bomb and air oven accelerated age tests.

UNIFORMITY
SAFETY — PERFORMITE WIRES & CABLES — LONG LIFE
DEPENDABILITY

One of its outstanding characteristics is its resistance to deterioration by heat. It is recommended for operation at conductor temperatures up to 75 degrees Centigrade, thus providing a tangible advantage over most other types of rubber insulation in economy of copper size. Its stubborn resistance to heat makes it better suited than ordinary rubber insulations for hot locations.

Thus, Performite is the perfect wire for buildings built to last—assuring long life with resistance to heat.

HAZARD INSULATED WIRE WORKS

DIVISION OF THE OKONITE CO.
WORKS: WILKES-BARRE, PENNSYLVANIA

New York Chicago Philadelphia Atlanta Pittsburgh Buffalo Boston Detroit
Seattle Dallas Washington San Francisco St. Louis Los Angeles

All appliances are wired down—primarily as a protective means while jostling over the roads. Each section is a unit for quick changes.

Wiring supplies and industrial equipment are frequently rolled into the territory, so contractors and plant engineers can see latest developments.

THEY *make the Trailer* PAY

A trailer can be a white elephant. But not so with G. E. Supply Corp. in Buffalo. Their's is on the road from March to December, selling wiring supplies as well as appliances.

THE trailer is no new selling tool. Many distributors have long used them for showing major appliances. In fact, that is why General Electric Supply, Buffalo, bought theirs back in 1935. And like everyone else they found the trailer was frequently loafing in the garage. But it looked to them as though that wasn't good business.

So following one of the major appliance swings, the trailer was outfitted with a complete display of traffic appliances. The maiden trip was a success. More trips followed. Then R. D. Glennie, district manager, got the idea that the rolling display could also be used for selling wiring supplies and industrial equipment. It worked. Now the trailer is on the road from March until December.

Now this house operates its trailer on a business-like basis. Every salesman knows well ahead of time when it will be in his territory. Therefore he can plan ahead. Last fall, for example, the entire schedule was worked out in September for the balance of the year.

One man—Eddie Gaulin—guides the rolling display into the territories. He works with each salesman, a week at a time. And they get volume.

The trailer also has been valuable in signing new dealers. One salesman, for example, had been trying to get a live-wire farm implement dealer to take on electrical lines. No luck. This dealer wasn't interested because he was located in a village of 200 persons, just seven miles from a town of 10,000.

So the G. E. salesman tried the trailer. When he rolled into town the dealer and half the population turned out for the show. The dealer observed how much interest was shown in the various lines on display. And he was sold. He took on wiring supplies and traffic appliances. Today he is also selling a few refrigerators and washers. His volume amounts to $8000 annually.

The trailer, too, makes a good training ground for new salesmen. Eddie Gaulin was taken off the counter to drive it. He watched the territory salesmen in action. Now when they are busy Gaulin makes the rounds, and makes calls. His sales are credited to the salesmen. Again, before he took to the highways, James Donlon, Jr. was custodian. He had been a truck driver. He developed on the trailer and is now selling.

But how about costs? Well, District Manager Glennie has 'em down in his record book. The house spends between $3800 and $4000 annually to keep the display on the road. That includes the driver's salary, depreciation (both on the car and trailer), insurance, tires, gasoline, oil and repairs. The fully equipped and specially painted trailer cost $1650 when it was purchased.

Lined up alongside their baby are District Manager R. D. Glennie (right), District Appliance Sales Manager D. B. White, and Operating Manager C. E. Schuster.

A typical private automatic exchange installation. Provides fast, accurate interior connections with standard dial telephones. Available for small as well as large businesses.

MAKE MORE MONEY — *Recommend* PRIVATE INTERIOR TELEPHONE SYSTEMS

INTERCOMS (upper left) Common-talking, selective-ringing systems in capacities of two to eleven stations. Beautifully designed, and durably constructed for long, faithful service. Operate from dry cells or battery eliminators.

SERV-U-FONES Attractively priced common-talking systems in capacities of two to ten stations. Conveniently packaged, simple to install. Dry cell operated.

AUTO-COMS (upper right) Deluxe intercom. systems, providing selective talking and selective signaling service for a maximum of ten stations, and up to five connections at one time. No automatic switchboard needed.

P-A-X'S Private Automatic Exchange systems, available in all capacities. Use standard automatic telephones and provide for a variety of special communication services.

. . . for offices . . . shops factories . . . homes

The need of business for fast interior communication provides many opportunities for you to recommend private telephone equipment. Go after this business. Sell Automatic Electric Private Interior Telephone Systems every chance you get. You will profit and so will your customers.

Automatic Electric has been making telephone equipment for over 40 years—making equipment to satisfy every requirement. Shown here are four of the many types of private systems available. Our field representative will be glad to supply you with literature, prices and discounts as well as to work with you on particular jobs.

AUTOMATIC ELECTRIC

PRIVATE INTERIOR TELEPHONE SYSTEMS

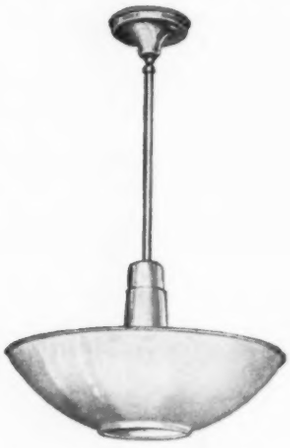
Distributed by: AMERICAN AUTOMATIC ELECTRIC SALES COMPANY, 1033 West Van Buren Street, Chicago, Illinois

Sales and Service Offices in Principal Cities • In Canada: Canadian Telephones & Supplies, Limited, Toronto

NEW PRODUCTS TO SELL . . .

"Don't hire him J. P.—the seat of his pants is threadbare, but his shoes aren't worn a bit."

INDIRECT FIXTURE



FEATURES . . . Indirect lighting unit has modern simple lines and provides well diffused illumination. Bowl easily removed for relamping. Reflector may be lowered by releasing any one of three supporting arms. *DETAILS* . . . Inside of reflector finished in white vitreous enamel. Outside, canopy and socket cover finished in ivory porcelain enamel. Stem plated with satin cadmium finish. Supplied with ball swivel at canopy, assuring suspension in proper vertical position. Two sizes for 150 to 500-watt lamps. Called "Argyle". *MADE BY* . . . Goodrich Elec. Co., 2900 N. Oakley Ave., Chicago.

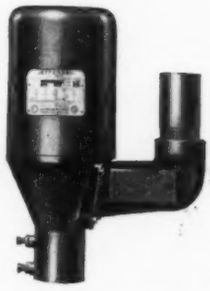
AUTOMATIC TEAKETTLE

FEATURES . . . Connection plug pops out automatically when water boils down too low for safety. Can not be replaced until kettle cools. *DETAILS* . . . Made of polished aluminum. Heating unit (1250-watt) is immersion type, specially designed. Kettle holds four quarts of water. Handle of molded plastic, remains cool. *MADE BY* . . .Electromaster Inc., 1803 E. Atwater St., Detroit.

MERCURY LAMP

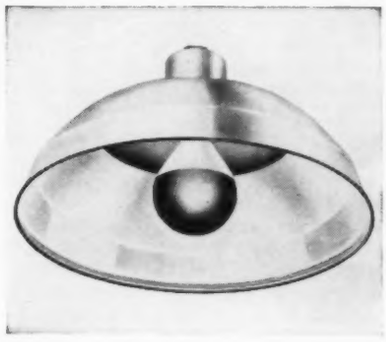
FEATURES . . . One hundred watt mercury lamp of filter glass developed as source of radiation for fluorescence excitation. Glass of lamp selectively absorbs undesired radiations, both visible and invisible, while freely transmitting the near ultra-violet. Maximum radiation at 3,650 angstroms. *DETAILS* . . . Can be operated only in conjunction with proper reactive ballasting transformers. Recommended auxiliary equipment is enclosed-type transformer for 115 or 230 volts, 60 cycle A.C. circuits. Maximum overall length is 5¾". Light center length is approximately 3½". Type H-4. *MADE BY* . . . General Electric Vapor Lamp Co., Hoboken, N. J.

WEATHERPROOF TRANSFORMER



FEATURES . . . Weatherproof transformer for use with high intensity mercury lamps. *DETAILS* . . . Assembled in heavy one-piece drawn copper-bearing, weather-resistant steel case filled with a high dielectric, water-proof compound of high heat conductivity. All connections may be made at mast head adjacent to mercury lamp, making transformer useful in old installations. *MADE BY* . . . Jefferson Electric Co., Bellwood, Ill.

DIFFUSER



FEATURES . . . RLM standard silver bowl diffuser with sizes available for 300 or 500-watt silvered bowl lamps. *DETAILS* . . . Unit consists of dome shaped porcelain-enameled reflector, an inner alumium reflector treated with Alzak process, and a socket assembly. Supplied either with Locklite hoods for both conduit and 4" outlet box mounting or as one-piece unit

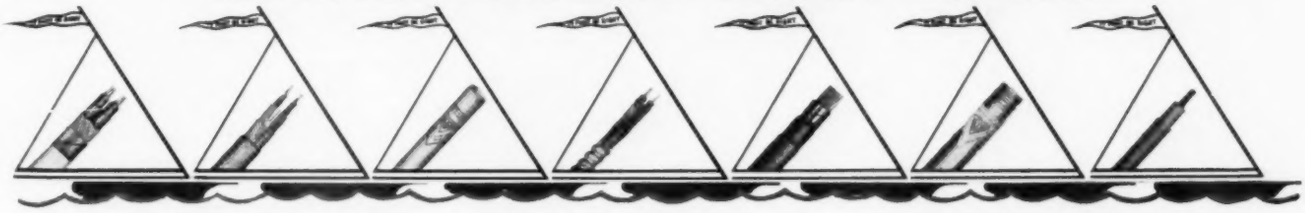
IT MUST BE RIGHT

smooth sailing with TRIANGLE

TRIANGLE PRODUCTS GO PLACES

SMOOTH SAILING
FOR TRIANGLE DISTRIBUTORS
EXTENSIVE ADVERTISING
smooth sailing with TRIANGLE
TRIANGLE IS THERE!
Insist upon Triangle Products for Service, Savings and Satisfaction
TRIANGLE PRODUCTS REWARD BUYERS!
Reprint from Electrical Contracting and Electrical West
"... and here is further sales support for Triangle Distributors!"

TRIANGLE PRODUCTS REWARD BUYERS!

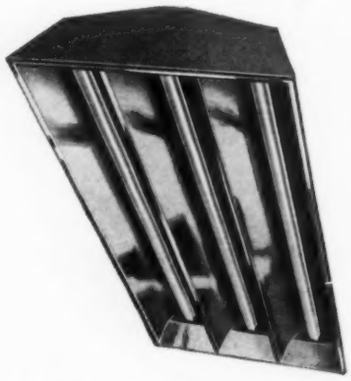


TRIANGLE CONDUIT & CABLE COMPANY, INC.

Horace Harding and Queens Blvds.
Elmhurst, New York City, N. Y.

for conduit mounting. All metal parts nickel plated except polarizing terminal which is brass. *MADE BY* . . . Westinghouse Electric & Mfg. Co., Lighting Division.

FLUORESCENT REFLECTOR

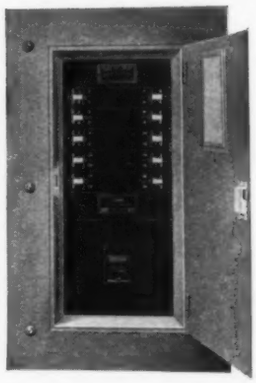


FEATURES . . . Designed for use with three fluorescent lamps. The 36-inch unit uses 30-watt lamps and the 18-inch unit uses 15-watt lamps. Auxiliaries are built into units. *DETAILS* . . . Reflector of polished Alzak aluminum with individual trough for each lamp. Reflector covered by porcelain enamel housing which can be quickly removed by loosening two studs on top. Auxiliaries have ample leads for attaching to sockets and line leads. Cast iron suspension fitting has hex hub tapped 1/2" standard, 3/4" when specified. *MADE BY* . . . Benjamin Elec. Mfg. Co., Desplaines, Ill.

PIN TYPE LAMPHOLDER

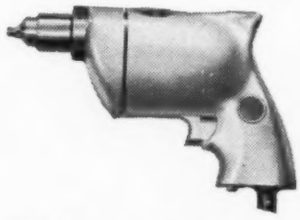
FEATURES . . . Intermediate base pin type lampholder for decorative and streamer work, for indoor or outdoor use. Cap and body of bakelite, moisture and heat resisting. *DETAILS* . . . Detachable hook supplied with each lampholder for hanging from tree or messenger wire. Easily removed if not wanted. Sharp pointed terminal screws pierce wire insulation when cap is screwed on. Intermediate base screw shell is of copper. The spring center contact is made of phosphor bronze. No. 54644 is for No. 16 or 18 wire. No. 54645 is for No. 14 wire. *MADE BY* . . . The Bryant Elec. Co., Bridgeport, Conn.

MULTI-BREAKER PANEL



FEATURES . . . Multi-breaker panelboard suggested for schools, office buildings, etc. Illustration shows main circuit breaker but it is also available with main lugs only. This type can be obtained with any number of single pole or double pole breakers in branches except any one panel is limited to 40 breaker poles. *DETAILS* . . . Several types available. All equipped with adjustable mountings for interiors so interiors and trims may be set plum and true in box and flush with wall surface. Model NMM. *MADE BY* . . . Square D Company, Detroit.

DRILL

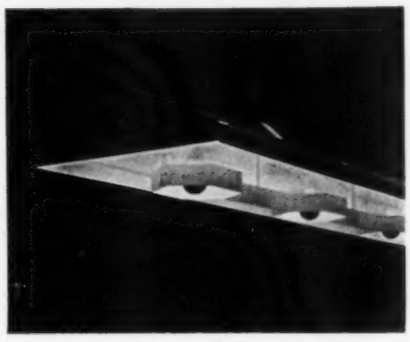


FEATURES . . . Heavy duty, production tool. *DETAILS* . . . Full anti-friction bearings. Heat treated spindle of alloy-steel, with splined mounting of spindle gear. Ventilation with three screened inlets. "Pistol grip and trigger switch" makes tool easily used with either right or left hand. Capacity in steel, 1/4"; no-load speed is 1700 R.P.M.; net weight is 2 3/4 lbs.; overall length is 6 3/4". Universal motor. Called "Holgun". *MADE BY* . . . The Black & Decker Mfg. Co., Towson, Md.

LIGHTING UNIT

FEATURES . . . Combined light source and fixture contains 80-feet of fluorescent luminous tubing and is designed for high intensity illumination. Colored tubes arranged and matched to approximately duplicate sunlight. *DETAILS* . . . Made in three sizes, 200-watt to 300-watt consumption and operates on 110-volt, 60-cycle, A.C. current. Can be suspended with rigid or chain chrome hangers. Starts instantly. Replacement tubes can be easily inserted. *MADE BY* . . . Visualite Corp., Lima, Ohio.

SILVERED LAMP REFLECTOR

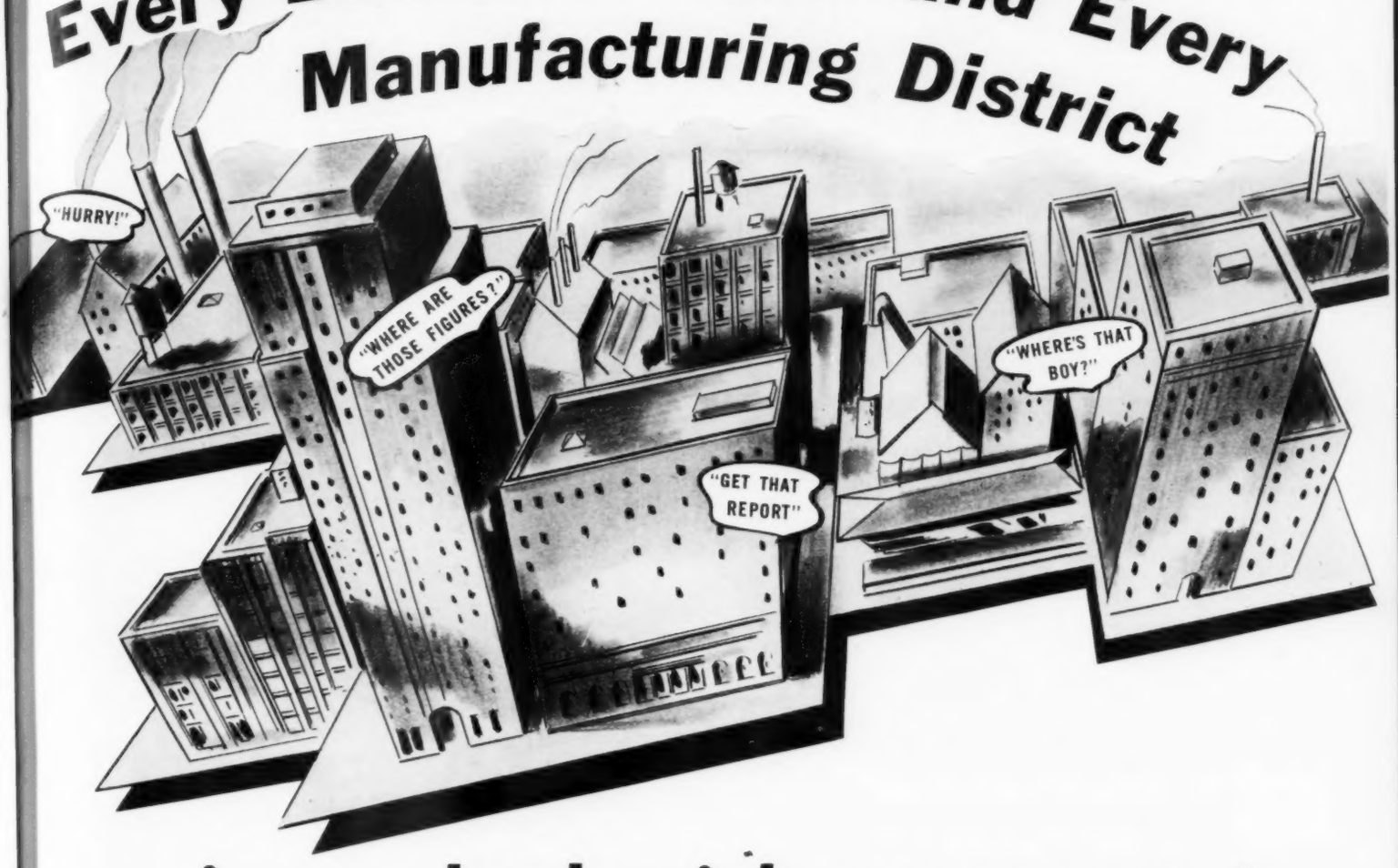


FEATURES . . . Especially designed for use with silvered bowl lamps. Specially designed louvre shields lamp neck from view. Easily installed. The "CurtiStrip" assembly is wired and hung first, then steel hood is attached by means of wing nuts. *DETAILS* . . . Overall hood width is 30". Maximum height (not including hangers and lamps) is 13 1/2". Standard units are 5-feet, 7 1/2-feet and 10-feet in length and are easily connected together by 4 bolts and a flange. Augments maker's "Light-Hood" line. *MADE BY* . . . Curtis Lighting, Inc., 1123 W. Jackson Blvd., Chicago.

MERCURY-BUTTON SWITCH

FEATURES . . . Single-pole limit switch using a mercury-button contact mechanism to open and close circuit. Particularly suitable for use where force available for operation of switch is small. *DETAILS* . . . Mercury-button element consists of two corrosion-resistant-metal hemispherical shells separated by special ceramic disk with off-center hole. Pressed-steel enclosure has knockouts for conduit connections at both ends. Must be mounted in vertical position. *MADE BY* . . . General Electric Co., Schenectady, N. Y.

Every Business Block and Every Manufacturing District



. . . is packed with prospects!

Wherever you turn in your daily round of selling, you will find worthwhile prospects for Teletalk.

This new and modern method of inter-communication is saving time, steps and energy in business offices, manufacturing plants, personal service organizations, institutions, retail and wholesale establishments. You should be able to materially add to your sales volume by pushing the sale of this fast and easy selling line.

Teletalk is adaptable to practically every inter-communication requirement. It is equally applicable to a two-office suite or manufacturing plant where the buildings are thousands of feet apart. It is made in five models—five, ten, twelve and twenty-four station capacity; with one special annunciator model. Speaker-Microphone Units for use at unimportant stations, make Teletalk a very low cost investment.

If your house is not now distributing Teletalk, recommend that it be taken on. Teletalk is being nationally advertised. Ample sales helps and selling tools are available for your use.

Illustrated above is the Model 224. It has a capacity of twenty-four stations and permits twelve simultaneous conversations. It can be used in a system in combination with all other models.

WEBSTER ELECTRIC
Teletalk
REG. U.S. PAT. OFFICE

Licensed by Electrical Research Products, Inc. under U. S. Patents of American Telephone and Telegraph Company and Western Electric Company, Incorporated

WEBSTER ELECTRIC COMPANY
RACINE, WISCONSIN, U. S. A.
Export Dept.: 100 Varick St., New York
Cable Address: "ARLAB," New York

Webster Electric

"Where Quality is a Responsibility and Fair Dealing an Obligation"

SIMPLEST—
STURDIEST—
EASIEST TO RENEW
ASK US WHY

SHAWMUT SHUR-LAG

RENEWABLE

FUSES

FERRULE TYPE

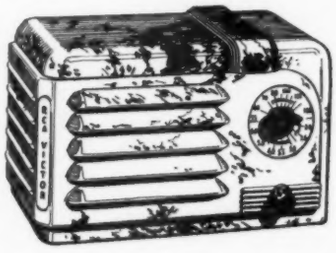
The **CHASE-SHAWMUT COMPANY**

NEWBURYPORT MASSACHUSETTS

FLUORESCENT REFLECTOR

FEATURES . . . Five models in line, especially designed for localized lighting. All use same canopy and lamp assembly. Equipped with wiring, sockets and auxiliary switches for two 18", 15-watt fluorescent lamps. *DETAILS* . . . Canopy is 13¼" wide, 20" long and 5" deep. It contains two magnetic switches and two sockets. Model 74-FA-122 (illustrated) is for bench or table installation. *MADE BY* . . . The Fostoria Pressed Steel Corp., Fostoria, Ohio.

TABLE RADIO



FEATURES . . . Table type with plastic cabinet and electric tuning. Straight-line dial on curved portion of cabinet makes dial visible from any angle. *DETAILS* . . . Has five metal tubes and a ballast tube. Operates on a.c. or d.c. For domestic and short wave reception. Electro-dynamic speaker. Cabinet is 7½" high, 11⅛" long and 7⅜" deep. Model 96X-11 (illustrated) lists at $19.95. *MADE BY* . . . RCA Mfg. Co., Camden, N. J.

RESISTORS

FEATURES . . . Ceramic-jacketed, fully sealed, precision, non-inductive, wire-wound resistors with resistance values up to 3 megohms, and in ½, 1, 1½, and 2-watt ratings. *DETAILS* . . . Each unit comprises ceramic spool with plurality of sections so winding can be in reverse direction "pies" for adjacent sections. Enameled resistance wire is impregnated and protected by a ceramic sleeve that slips over spool. No. 3 is illustrated. *MADE BY* . . . Clarostat Mfg. Co., 285 N. Sixth St., Brooklyn, N. Y.

FILTER ROD

FEATURES . . . High-Speed perforated filter rod for use with glass coffee makers. *DETAILS* . . . Perforations through bell-shaped drainer allow water to pass into upper bowl without danger of unseating rod. Small cloth strainer fits over the lower portion of rod. Rod lists at $0.50. Cloth strainers list at $0.25 a hundred. Called "Cafex Filter Rod". *MADE BY* . . . The Hartford Products Corp., Hartford, Conn.

TABLE LAMP

FEATURES . . . Suggested for use in living room or bedroom. *DETAILS* . . . Equipped with a small plastic reflector. Finished in either satin brass with ivory, or satin brass with bronze. Dimensions: 13¼" high; 9" diam. of shade. Lists at $2.50. Called "Putnam". *MADE BY* . . . Chase Brass & Copper Co., 10 E. 40th St., New York.

"So that's why G-E bulbs give more light this year!"
AN INTERESTING STORY FOR ALL WHO PAY ELECTRIC LIGHT BILLS
1. This giant electric eye measures light from thousands of MAZDA lamps each year. It shows that the new 1939 G-E bulbs will give more light for the same current than any previous lamps in history. And here's why . . .
2. 304 Degrees below zero! To help make MAZDA lamps stay brighter longer, G. E. takes argon gas out of the air, purifies it, then dries it in these tanks with liquid air at—304° Fahrenheit. This year's bulbs are brighter because they contain more argon.
3. One secret of a 1939 bulb's superiority is the improved tungsten filament that burns brightly inside. Finer than a hair, it is coiled into a spiral, then magnified 60 times for final inspection. On the screen above: a coiled filament, a human hair, an uncoiled filament.
1921 100 WATT G-E BULB $1.10
1939 100 WATT G-E BULB 15¢
4. What this picture doesn't show is that today's 100-watt G-E bulbs give 38% more light than those of 1924 . . . more even than last year's. Thanks to General Electric research and lower electric rates, almost everybody can now enjoy the luxury of good light.
5. At the top of G-E's Lamp Development Laboratory, enough MAZDA lamps burn night and day to light a town of 4,000. Such testing helps to assure that the bulbs you buy live up to the increasingly higher standards set by G-E research and development.
MAZDA LAMPS
6. You'll get more light for your money this year if you light-condition with MAZDA lamps made by G-E. Ask your dealer to make up a "Light-Conditioning Package" of the sizes you need for better light, better sight. Now on sale at lowest prices in history:
Bulb sizes recommended for Light-Conditioning
100 WATT . . . for I.E.S. Better Sight table, bridge and pinned-up lamps, garage, laundry. Now only 15¢
150 WATT . . . for light conditioning your kitchen, game room, or home workshop. Now only . . . . . 20¢
100-200-300 MAZDA Three-Lite lamps, for 3-light I.E.S. floor lamps, or dining room fixtures. Now only 60¢
75, 60, 40, 25 WATT . . . . . 15¢
The new and brighter Mazda lamps made by
GENERAL ELECTRIC

. . . Only G.E. offers you this kind of tie-in for extra MAZDA lamp sales!

Here's General Electric's MAZDA lamp ad-of-the-month for February, appearing in the February 18th issue of *Collier's* (on the newsstands February 10). This ad carries the same illustration that's used in the current display, a tie-in that means added sales for your dealers. Remember, only General Electric provides this point-of-sale tie-in that ties in so closely with a great magazine advertising program.

GENERAL ELECTRIC

You've never seen anything like it before... It's the fastest cutting drill ever made!

No More Hammering!

No More Chiseling!

Here's a new drill point for use in rotary electric portable drills that saves hours and days in non-metallic drilling jobs. It's the new Carboloy Masonry Drill—the fastest-cutting, longest-wearing drill ever introduced! Far faster, far easier than the slow, cumbersome, ordinary method of hole drilling. Get your share of profits from this amazingly fast drill.

Here's what it does: The Carboloy Masonry Drill drills holes in concrete, brick, tile, slate, etc., 50% to 75% faster! It lasts up to 50 times longer! It holds a keen cutting edge for weeks of continuous use! It's the perfect drill for installing expansion anchors quickly and easily. No noisy hammering! No monotonous chiseling! No ragged holes! Merely slip the Carboloy Drill into the ordinary type of rotary electric portable drill and it's ready to go—and go fast.

A REAL 2-WAY PROFIT MAKER

Carboloy drills will increase your sale of expansion anchors too—because Carboloy insures faster, more accurate fits. You sell more drills *and* more expansion anchors.

A Wide Field of Use

To sell the Carboloy Masonry Drill you have an extremely large field of use. The Carboloy Masonry Drill can be used to advantage on every electrical job that requires hole drilling—whether it's new construction work, repair jobs or plant maintenance work. It costs you nothing to get the complete story about this new, unusual type of drill metal. Just pin this paragraph on to your letterhead or postcard and mail today for free folder and quick-profit resale proposition. Don't overlook the larger profits this unusual time-saving, money-saving drill offers you.

Write today for leaflet and quick-profit resale proposition

CARBOLOY COMPANY, INC.
2955 East Jefferson Ave. • Detroit, Mich.

CARBOLOY
Masonry Drills

LUMINAIRE

FEATURES . . . Produces the so-called "Butterfly" lighting curve. *DETAILS* . . . Reflector is of aluminum with exterior finished in a grained texture. Alzak treated as a protection against tarnishing. Available in sizes for 150 to 1500-watt lamps. Called "Zephyr". *MADE BY* . . . Edwin F. Guth Co., St. Louis.

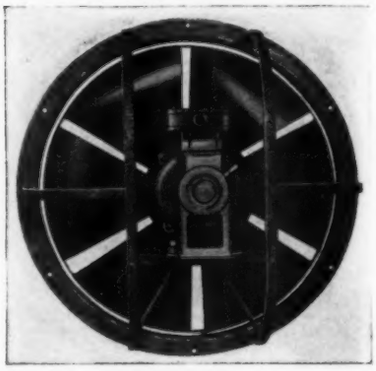
ELECTRIC CLOCK

FEATURES . . . Alarm type having self-starting, sealed-in-oil synchronous motor, which is equipped with 6-foot rubber cord. *DETAILS* . . . Case finished in mahogany tone leather. Ivory and gold dial with black Arabic numerals, gold bezel and second hand. Stands 5½" high. Called "Gladiator". *MADE BY* . . . General Electric Co., Bridgeport, Conn.

BUS SUPPORT

FEATURES . . . Interlocking teeth on neck permits tubular bus to be set at angle to steel structure. Finer adjustments than obtainable through use of interlocking teeth may be made by means of slightly ovalized bolt holes in base. *DETAILS* . . . Tube clamping members are so arranged that either a tight fit or slide fit may be obtained. Type UH. *MADE BY* . . . Burndy Engineering Co., 459 E. 133rd St., New York.

EXHAUST FAN



FEATURES . . . Powered by heavy duty, ball bearing ¼ H.P. motor, this 24" bucket-blade fan will exhaust against a strong wind-pressure. *DETAILS* . . . Frame of steel construction with welded joints. Blades are re-enforced, riveted and welded. Thrust type ball-bearings permit motor to be mounted in vertical position. Housing protects motor from dirt. For single phase A.C., motor is capacitor type, rubber mounted. Can be furnished single and three-phase and direct current. Black wrinkle finish. *MADE BY* . . . Signal Elec. Mfg. Co., Menominee, Mich.

DRILLS

FEATURES . . . Especially designed for use by contractors, maintenance men, etc. Can be used with stand as drill press. *DETAILS* . . . Universal motor. Model 581 has ⅝" chuck and lists at $60. No. 341 has ¾" chuck and lists at $68. Both drills have nickel steel gears specially heat treated; are full ball bearing; have combination breast plate and spade handle and pipe handle detachable for close quarters. *MADE BY* . . . Stanley Electric Tool Div., New Britain, Conn.

ADEQUATE WIRING — *means good* SENSE *and* DOLLARS *to* BOTH user and the Industry

The FUSTAT - helps the Industry sell ADEQUATE WIRING

It shows user need for new circuits

Permanent overloading is positively prevented. Once the correct size Fustat has been installed it cannot be replaced with a larger size and tampering it in any way is virtually impossible. If additional circuits are needed the user cannot side-step the issue at the sacrifice of safety.

It reduces low voltage complaints

The user cannot load the circuit beyond the proper capacity of the copper. This prevents a voltage drop that is so frequently the cause of complaints about toasters, percolators and other appliances not operating efficiently.

It permits more outlets per circuit

Adding a maximum number of outlets is a perfectly safe practice because the Fustat guards the circuit against overloading.

It guards against blowing of main fuses

The branch circuit Fustat will almost invariably open on a short-circuit or overload, AHEAD of the main fuse or Fustat — because it cannot be replaced by an oversize fuse or readily tampered. When it does open to protect, only the *normal load* of one circuit is off the line instead of a user possibly having all of his lights and appliances out of service because the main fuse blew.

It permits adding more appliances to present circuits

A circuit can be loaded to approved capacity without needless blows and without sacrifice of safety. The long time-lag of the Fustat keeps it from blowing on motor starting currents or other harmless overloads.

It builds user confidence in doing things electrically

The Fustat helps sell the electrical way of doing things — for it generally permits users to add new appliances without being annoyed by needless blows . . . it assures proper operation of appliances because low-voltage cannot be caused by overloading . . . it reduces chances of users being frightened by shorted cords burning up, for the quick action of the Fustat on dangerous cord shorts—prevents spraying of metal, starting of fires, burning of users . . . it helps teach user that the protective device is a desirable safeguard instead of a nuisance . . . **thus it assists the whole industry to build towards bigger business and better times.**

It's just good business to sell, install and use Fustats

WHAT IS THE FUSTAT?

It is a fuse to which a thermal cutout is added.

It protects like a fuse against short-circuits — even high resistance shorts such as occur in flexible cords.

It protects against permanent overloads, even when as light as 25%.

Yet it will not blow on motor starting currents of washing machines or other appliances.

It has a base that guards against anyone robbing the circuit of protection.

Retails at 7½c

It fits Edison base fuseholders through the use of an inexpensive adapter.

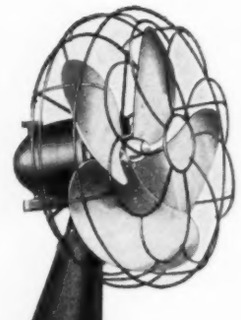
The FUSTAT

Retails at 7½¢ in 15 to 30 amp. sizes

For full information write to any of these firms

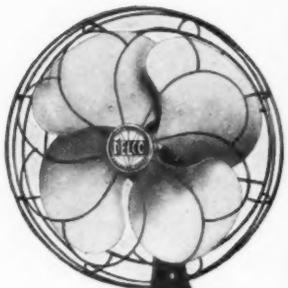
BUSSMANN MFG. CO., University at Jefferson, St. Louis, Mo.
JEFFERSON ELECTRIC COMPANY, Bellwood, Ill.
KIRKMAN ENGINEERING CORP., 121 Sixth Ave., New York City
NATIONAL ELECTRIC PRODUCTS CORP., Fulton Bldg., Pittsburgh, Pa.
UNION INSULATING CO., 27 Park Place, New York City

Additions to the DELCO LINE *for* '39



Delco Deluxe 12" and 16"

Quiet Beautiful New Fans with a 5-year guarantee that are real profit makers



Delco Wide-Blade 10"—12"—16"

IT'S A PLEASURE TO SELL the new 1939 Delco Fans because they are bound to give the lasting satisfaction your customers expect from a

Product of General Motors

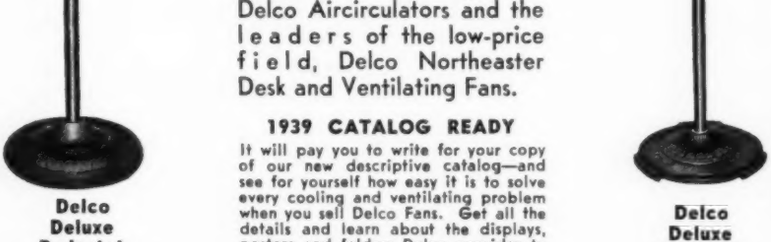
You will find the fans, illustrated, with their graceful lines and wide, quiet blades profit-building sales leaders because the entire line includes every type of fan for home, office, factory and business use — Delco Desk, Pedestal, Ceiling, Exhaust and Ventilating Fans, Delco Aircirculators and the leaders of the low-price field, Delco Northeaster Desk and Ventilating Fans.

1939 CATALOG READY

It will pay you to write for your copy of our new descriptive catalog—and see for yourself how easy it is to solve every cooling and ventilating problem when you sell Delco Fans. Get all the details and learn about the displays, posters and folders Delco provides to help increase sales and profits.

Delco Deluxe Pedestal 12" and 16"

Delco Deluxe Pedestal 10"

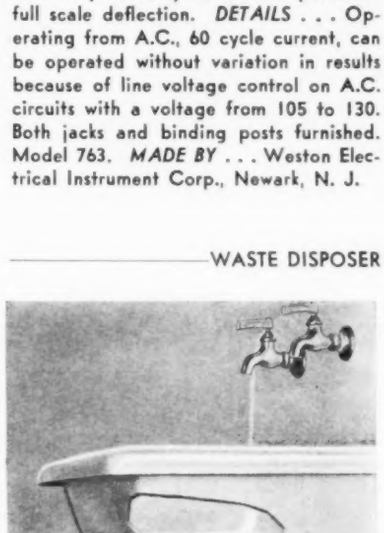


DELCO APPLIANCE DIVISION
at Rochester, New York
GENERAL MOTORS SALES CORPORATION

OHMMETER

FEATURES . . . Has ranges from 0.2 up to 300 megohms. Designed for use where resistance measurements requirements call for broad coverage plus constancy in operation. Indicating instrument requires only 50 microamperes for full scale deflection. *DETAILS* . . . Operating from A.C., 60 cycle current, can be operated without variation in results because of line voltage control on A.C. circuits with a voltage from 105 to 130. Both jacks and binding posts furnished. Model 763. *MADE BY* . . . Weston Electrical Instrument Corp., Newark, N. J.

WASTE DISPOSER



FEATURES . . . Attaches to any kitchen sink for the disposal of all waste except crockery and metal. Self-feeding and self-cleaning. *DETAILS* . . . Powered by 1/4 H.P. motor which is equipped with thermo safety switch. Cutter head in lower part of chamber is mounted on armature shaft of motor. Opening in top of chamber is so designed that hands can not come in contact with moving parts. Unit is 16" deep. *MADE BY* . . . In-Sink-Erator Co., 1326 Clark St., Racine, Wis.

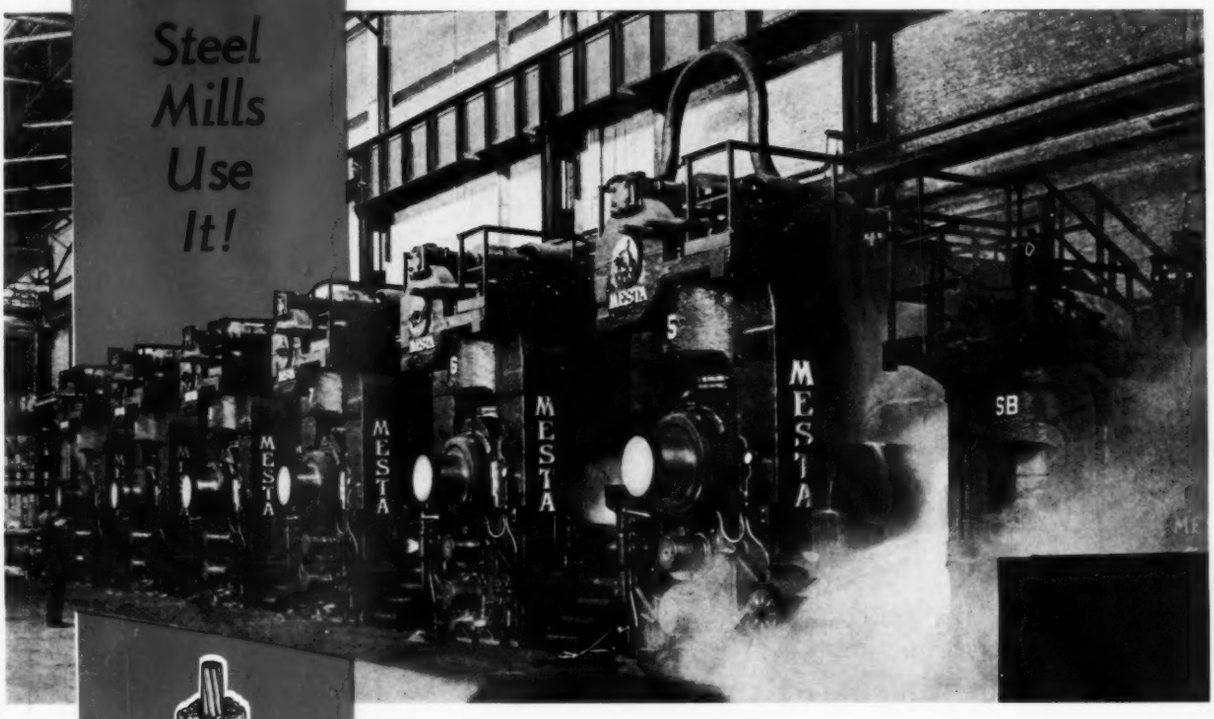
VARNISHED CAMBRIC • RUBBER COVERED POWER CABLES • BUILDING WIRE

BARE WIRE • SIGNAL CABLE • MAGNET WIRE • LEAD-ENCASED AND PARKWAY CABLES • ARMORED CABLE

CRESFLEX NON-METALLIC SHEATHED CABLE • SERVICE ENTRANCE CABLE • FLEXIBLE CORDS • RADIO WIRES

CRESCENT
INSULATED WIRE and CABLE

Steel Mills Use It!



To carry the load imposed by heavy industry, CRESCENT offers a complete line of which a few are Control Cables, Rubber Covered Power Cables, Lead Covered Cables, and Varnished Cambric Cables. Where excessive heat, vibration and hard usage are encountered, specify CRESCENT super-aging and heat-resistant ENDURITE Insulation. Write for complete information or call on your nearest Crescent representative.

CRESCENT
INSULATED WIRE & CABLE CO. INC.
TRENTON, NEW JERSEY

Jobber Co-Operation—A Permanent Policy

Atlanta—Baltimore—Boston—Buffalo—Chicago—Cincinnati—Cleveland—Detroit—Harrisburg—Indianapolis—Kansas City—Los Angeles—Minneapolis—New Orleans—New York—Philadelphia—Pittsburgh—St. Louis—San Francisco

CRESCENT ENDURITE SUPER-AGING INSULATION • WEATHER PROOF WIRE

Safeguard your Service *and* Profits *with* DIAL-O-PHONE

Connecticut Dial - O - Phone, with its smart dial and simple mechanism, is a notable advance over older and less flexible systems.

It provides for selective ringing and talking without central switchboard. Several conversations can be carried on without interference.

Capacities of 8, 12, 18, or 24 lines are available, and code calling features may easily be added.

These superior instruments are furnished in cradle, surface wall, and flush types, with hand phones or watch case receivers available for surface and flush type sets. For power supply, regular service lines with rectifier, or batteries may be used.

Write for complete details of Dial-O-Phone and other modern Connecticut Systems.

No. 1200 w Cradle Type Dial-O-Phone

No. 1250 w Surface Type Dial-O-Phone

No. 1260 w Flush Type Dial-O-Phone

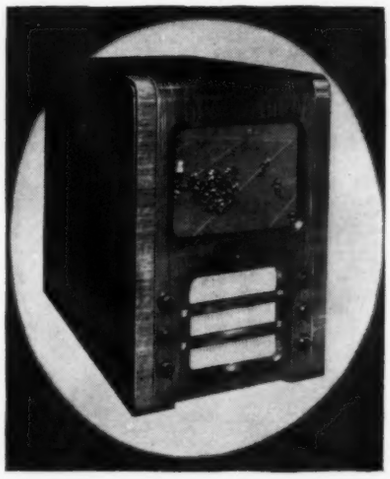
CONNECTICUT TELEPHONE & ELECTRIC CORPORATION

Established 1894

Division of Air Devices Corporation

MERIDEN . . . . . CONNECTICUT

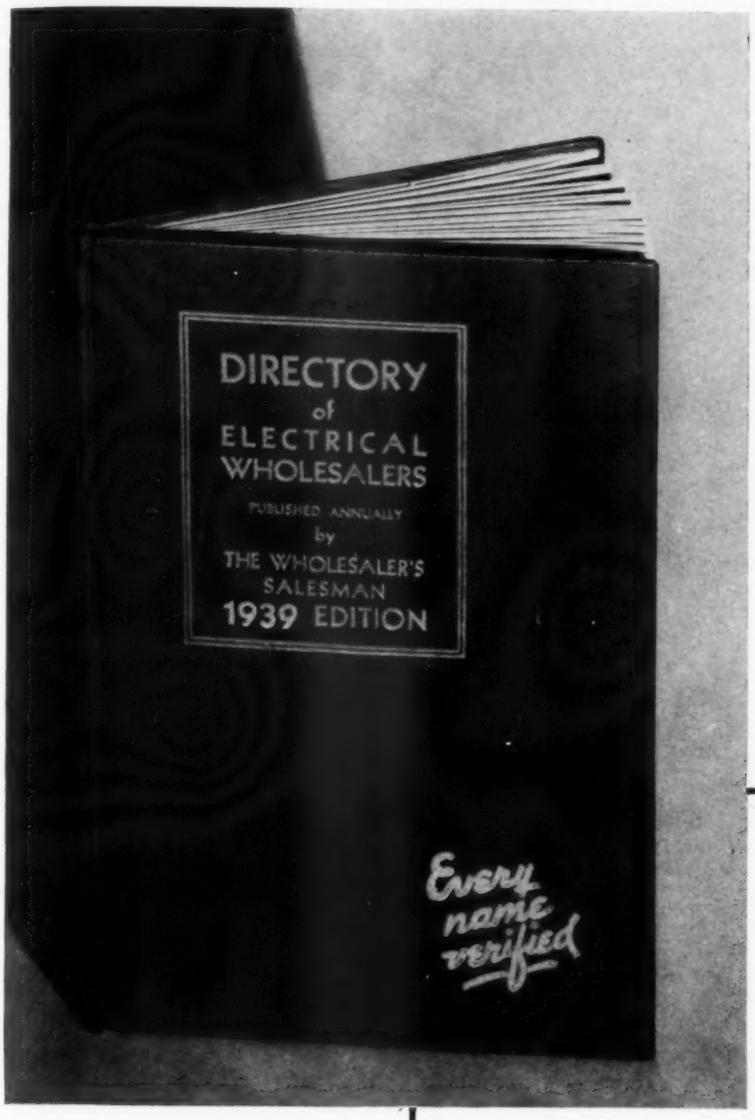
TELEVISION RECEIVER



FEATURES . . . Table model. Handles either single or double side band modulation. *DETAILS* . . . Foundation of receiver is 14" diameter cathode-ray tube. Pictures are viewed on rounded end of it. Set includes 21 tubes in all. Black and white screen image measures 8" x 10". Six operating controls. Cabinet is 24" high, 15½" wide and 25" deep. Speaker is 8" dynamic type. Lists at $395.00 with tubes, but without antenna. *MADE BY* . . . Allen B. DuMont Labs., Inc., 2 Main Ave., Passaic, N. J.

FAN

FEATURES . . . DeLuxe 16", oscillating type fan. *DETAILS* . . . Enclosed oscillating unit with push button control. Six-pole slow speed motor. Wide blades. Can be mounted on wall and is adjustable for non-oscillating. Black, baked enamel finish with polished aluminum blades and cadmium plated guard. *MADE BY* . . . Signal Electric Mfg. Co., Menominee, Mich.



1939 EDITION OUT FEB. 20th

An essential sales tool for every electrical manufacturer

Accurate, up-to-date information includes the following:

- Name and address of firm
- Branch and affiliated houses
- Names of officers and department managers
- Name of purchasing agent
- Territory covered
- Number of salesmen—city, country, counter
- Floor space occupied
- Regular inventory
- Lines handled—supplies, appliances, radio, fixtures
- Year business was established
- Memberships in national and local wholesale associations

One of the most valuable sales aids you can have is accurate, up-to-date information about electrical wholesalers. Incorrect data is more than misleading—it can cost you real money in lost sales and misdirected effort.

The new Directory of Electrical Wholesalers—1939 Edition—is now on the press. It contains several thousand corrections, revisions, personnel changes and additions. Many wholesalers have qualified for listing; some have been dropped.

A 1939 Directory will save sales time and answer many day-to-day questions on the problem of distribution. Reserve your copy today, for delivery February 20th.

$15.00 for first copy. $7.50 for additional copies *to same manufacturer*

The Wholesaler's Salesman

330 West 42 St. New York, N. Y.

You Can Sell Machine Shops

CONTINUED FROM PAGE 10

porarily" hooked to the lighting circuit, causing dimming and fluctuating of lamp outputs. If you catch this, you may be on the trail of a big supply order for some new power circuits.

Then check the power distribution. Talk with the production manager and the individaul foremen. The trend is to greater flexibility, with more circuits, outlets, panels, fuses; so that electrical equipment can be added and taken off with fewest penalties of overload and underload.

Replacement Motors

Because of increasing use of tungsten carbine and other brittle tool materials, motors which will not slow down under increasing loads are needed more and more. Sell replacements, even of old motors which are still in prime condition.

Mounting many motors—as many as nine—on one machine, is a modern custom. Watch for machines being rebuilt to use more motors. Old line shafting is coming out; group drives and individual motors are going in. Controls must be more sensitive and adjustable, protection more certain. Sell multipoint remote controls. Short circuit detectors are more important than ever.

Portable tools are used in large numbers. You can sell them.

Check the materials handling. To feed the modern high speed processes, motorized conveyors displace gravity or hand operated ones. Industrial trucks are coming in faster than ever. Sell battery charging equipment. See the plant traffic manager if there is one.

See the metallurgist or heat treating foreman. He buys controls, signal lights and pyrometers. There may be a furnace room, or incidental furnaces may be scattered along the production line.

See the assembly engineer and the product designer about electrical fastening devices. There is no method of fastening which cannot use electricity in some form.

Machine shops have more incidental processes than before. Painting, lacquering, baking, die casting and extruding are some of them. See the process engineer and sell controls.

See the public relations manager, the personnel manager and the safety engineer. Sell everything from kitchen and rest room supplies to limit switches for stop motions which prevent accidents to personnel and to machines.

Machine shops have many calls for "specials", or products which are slightly different from their standard runs. For these there may be orders for lamps, wire, fittings, motors, switches, and other original equipment. See the purchasing agent and the product designer.

Finally, be sure you know the maintenance manager. Sell him equipment to keep the plant clean, attractive and efficient, and the machinery lubricated and working.

Building Sales With Promotion

CONTINUED FROM PAGE 13

how much has been spent, and on what mediums.

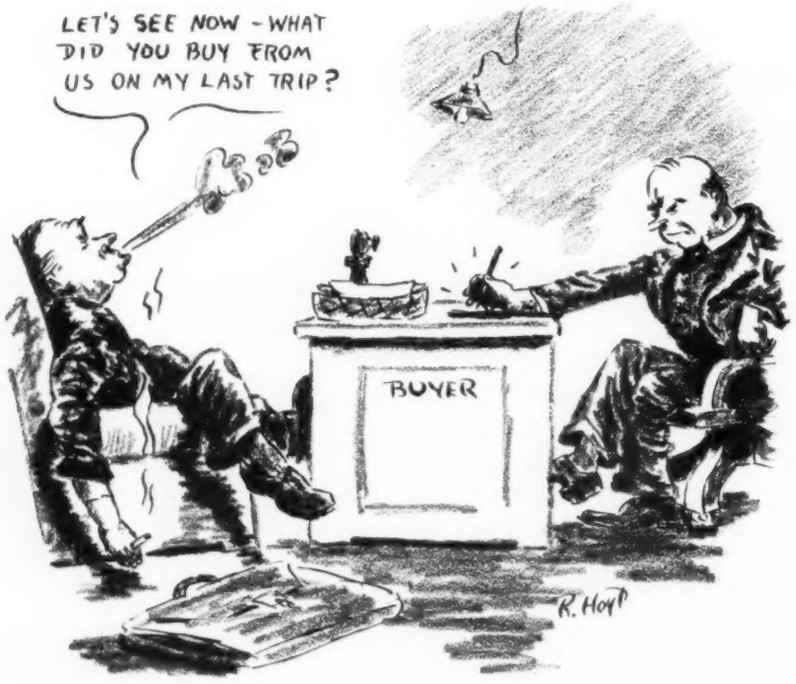
Window and interior displays are originated in the wholesale house. Models are set up and photographed. But Moecker doesn't send out a picture and letter saying, "Here's an idea. I wish you would use it." He sees that it is used. Professional window trimmers make the rounds, setting up displays according to the photograph. When displays have served their purpose they are pulled, and new ones set up following another model.

Havens Electric also prepares newspaper copy for dealers. And when a big splash is on, with enough dealers cooperating to warrant a special section in the local papers, Moecker writes the editorial copy.

Because the average contractor doesn't do much advertising, a similar cooperative plan isn't feasible for him. But occasionally this department works with progressive contractors on individual programs. In addition, the company furnishes all contractors with estimate sheets and proposal forms.

This sort of advertising and promotional assistance is advantageous both to Havens and to the dealers. The house knows that each dealer is doing an advertising job and how the money is spent. And since retailers are merchandisers, not advertisers, they are glad to have the job of publicizing taken off their hands. They don't have to think about it. The cost is less. And the work is done better than if they handled it themselves.

HOW TO KILL A SALE.....NO. 2

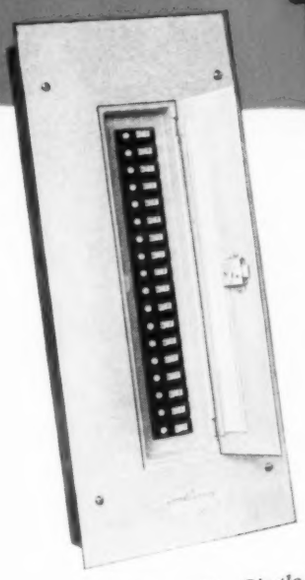


EST. 1891 THE SIGN OF A FA BETTER JOB

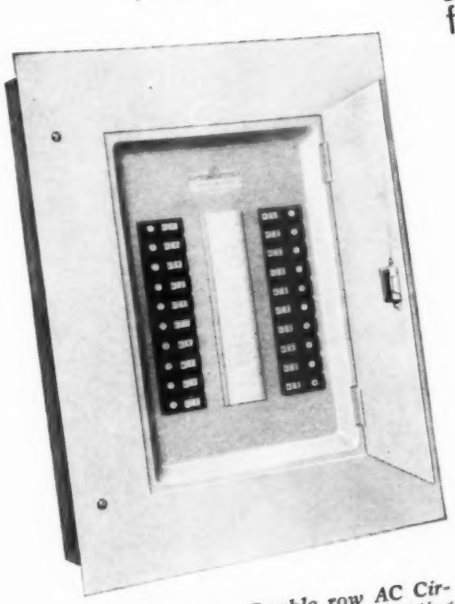
Frank Adam

AC PANELBOARDS

FRANK ADAM ELECTRIC CO. ST. LOUIS, MO. U.S.A.



Ⓕ Panelboard—Single row AC Circuit Breaker with AC Circuit Breakers for all branch circuits.



Ⓕ Panelboard—Double row AC Circuit Breaker—2 row standard lighting Panelboard with AC Circuit Breakers for all branch circuits.

NEW Ⓕ AC PANELBOARDS

AUTOMATICALLY RESET WHEN ELECTRICALLY TRIPPED—ONLY TURN THE HANDLE TO THE "ON" POSITION

The New Ⓕ AC Panelboards illustrated on this page offer another profitable reason why you should stock these New Ⓕ AC Panelboards — for homes and small commercial installations.

In addition to the 50-year reputation for quality products, these New Ⓕ Panelboards offer you the following desirable advantages:

1. Ready acceptance by Contractors, Architects and Engineers.
2. Quick turnover — faster profits.
3. Easy to figure accurate prices on all types because they are well catalogued, listed and described — including dimensional and reference data.
4. Convenient to carry in stock because of proper packaging and marking.
5. No comebacks or complaints because correct fit on the job is always assured by standardized unit construction.

It's easy to sell these New Ⓕ Panelboards — stock them for new work and remodelling.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

FA TRADE MARK **PRODUCTS.."The Sign of a Better Job"**

NEWS NAMES AND FACES

TWO SALESMEN *go to work on each other and have a lot of fun doing it. "Scotty" Keir, left, travels out of Detroit for Square D and R. J. Valentine heads up sales for H. Poll Electric, Toledo.*

Hallstrom Heads Philadelphia Group

A. L. Hallstrom, Atlantic district manager for Graybar, has been elected president of the Electrical Association of Philadelphia. He replaces C. K. West who held the position for four years. Howard Miller is vice president; Philip H. Ward, Jr., treasurer and Robert J. Moran, secretary.

Vancouver Uniting Appliance Efforts

The Home Appliance Council, an organization sponsored by the Electrical Service League of British Columbia, is coordinating the efforts of the industry in the sale of major appliances. The idea is to get all branches of the industry to push one line at a time.

During the fall a series of breakfast meetings attended by wholesalers, dealers, manufacturers and utility men marked the launching of campaigns on refrigerators, ranges, radio and laundry equipment.

U. S. Rubber Makes Changes in Personnel

M. P. Lewis, formerly manager of wire sales in the eastern district for United States Rubber, has been appointed assistant manager of the wire sales department, with headquarters in New York. He has been with the company since 1919, when he started in at the Bristol, R. I., factory, doing sales and service work. In 1921 he was moved to the New York office. And two years ago was promoted to district sales head.

H. H. Weber, who has been assistant manager of the department since 1934, is now commercial engineer of that department. Before joining U. S. Rubber, Weber had been in the engineering divisions of the Rome Wire Co., and the General Cable Corp.

H. J. MacDonald has been appointed manager of the eastern district, with responsibility for wire sales in Boston, Philadelphia, New York, Pittsburgh, Detroit, Cleveland, Buffalo and Syracuse. Before his promotion he covered the New England territory. He continues to headquarter in Boston.

MacDonald's former territory has been taken over by C. W. Short, for the past two years development manager at the Bristol plant. He joined the company in 1922 as a chemist at Bristol. Then he moved ahead.

All these men report to C. W. Higbee, manager of wire sales.

Viener Leads New Orleans Group

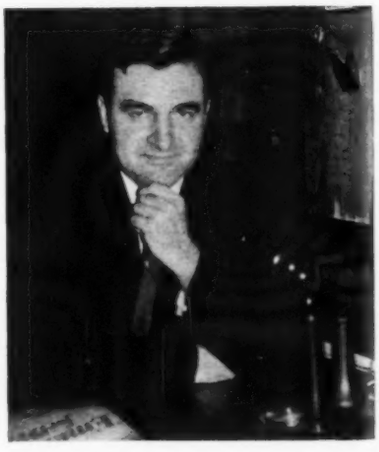
Rudolph Viener, Jr. has been elected president of the Electrical Association of New Orleans, succeeding Fred W. Stevens. H. E. Meade was named executive vice president; George J. Sedel, secretary; I. W. Tufts, treasurer, and W. E. Clement, publicity manager.

F. B. Stern heads the wholesaling and utility division; C. O. Brown, refrigeration division; L. C. Reed, air conditioning division; and Otto Kaelin, contracting division.

Wesco Makes Changes In Western Houses

Occasioned by three deaths, several changes have been made in the Westinghouse Electric Supply Co. management of western houses. Dave M. Salsbury, formerly manager at Salt Lake City was made district manager of the Portland, Seattle and Spokane houses, succeeding the late Hugh Bargion, division manager in charge of

HE'S PROUD *of this old Westinghouse iron that was on the job more than 25 years. And George J. Hoeflich, merchandise sales manager for Wesco at Baltimore keeps it in his office for all to see.*



CHIN SUPPORT *and all, but still Charles L. Runkle of Bright & Co., Reading, Pa., looks a bit skeptical about it. He's manager of the electrical department. But none of those swivel chairs for him. He's out selling every day.*

IT'S EASIER TO WIN WHEN YOU HAVE THE KINGS

The player with the kings has the advantage—opposition is less effective. And the kings make it easier to move into a winning position.

RACO • ALL-STEEL • PRODUCTS give *you* a sales advantage. Their years of acceptance by the trade and users permit you to move into a winning position faster and without opposition. Widespread preference for these products helps you save time and increase your income.

There are more than 40 years of experience behind the switch boxes, outlet boxes, cutout boxes, cabinets, fuse cabs and conduit fittings which bear the famous RACO and ALL-STEEL trademarks. Engineering which meets every modern wiring requirement—and a *complete line* that provides for the special needs of each locality are convincing evidences that the nation-wide acceptance of these products will be continued. It's easier to move the kings than to move against them. Write for a copy of the RACO • All-STEEL • PRODUCTS Catalog—there is no obligation and it may be the means of increasing your income.

Distributed Nationally by

ALL-STEEL-EQUIP COMPANY, INCORPORATED

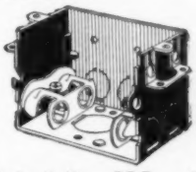
627 JOHN STREET • AURORA, ILLINOIS

Factories: South Bend, Indiana • Aurora, Illinois

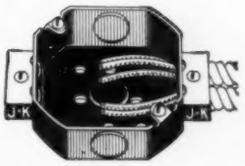
RACO • ALL-STEEL • PRODUCTS

SWITCH BOXES • OUTLET BOXES • CUTOUT BOXES
CABINETS • FUSE CABS • CONDUIT FITTINGS

A few of the products in the complete RACO • ALL-STEEL • PRODUCTS line:

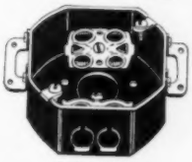


Switch Box MC—with XL clamps for armored cable



Jay-Kay Box
DO-25 N-JK—refined J-K clamps on outside provide more wiring room

Switch Box MF—for cable, with adjustable fixture bridge



Cable Box
DO-22N-OE—equipped with external mounting ears

CALLS IT A DAY. ***W. W. Prentiss, who is fondly known to the electrical trade around Baltimore as "Uncle Willie", figures that he has spent enough time in the business and is going back to his home town in New York. He has been with Greenfield Electric. And we all hope that "Uncle Willie" has a grand time fishing and hunting and telling long tales. That's the life.***

Portland, Seattle, Spokane, and Butte. The latter house is now under San Francisco.

Ed Duggan, who was office manager at San Francisco, has taken over Salsbury's work at Salt Lake City. John Longden, who was a salesman there, is assistant manager. Bob McDonald is now office manager at San Francisco. And J. C. Williams, who was assistant to Duggan, becomes supply sales manager there. At Spokane, H. L. Vincent has been moved up from salesman to assistant manager.

The three deaths occasioning these changes were Hugh Bargion; Kurt Hawley, who had been appointed manager to succeed Salsbury and had not yet taken office, and Ted Sunier, merchandise sales manager at Salt Lake City.

Fada Enlarges Plant Facilities

The Fada Radio & Electric Co. has increased its factory facilities at Long Island City, N. Y. by some 30,000 square feet. The additional space is being used for additional production and warehousing.

Walker Extends Appliance Territories

The Walker Electric Supply Co., Terre Haute, Ind., is now covering a larger territory for Zenith and Servel. In Illinois the salesmen are selling Zenith radios as far west as Champaign and have a warehouse stock at Danville for quick deliveries. For the past four years the firm has been covering eastern Indiana and Western Illinois for Servel. Now they are taking the line into central Indiana.

Household Electric At New Address

The Household Electric Specialty Co., Milwaukee, has moved to a three-story building at 1009 S. Second St. The company was formerly at 934 S. Fifth St.

Philadelphia Tells 1938 Accomplishments

The up-and-doing Electrical Association of Philadelphia recently brought out its Year Book outlining a few of the accomplishments of 1938. The 52-page booklet, with varnished covers and coated pages, is well done and tells its interesting story under the following headings: Officers, Exhibits and Shows, Division Activities, Membership Activities, Campaigns, Miscellaneous Activities and Membership Directory.

Midland Takes Fada Radio Line

The Midland Electric Co., Cleveland, is now selling Fada radios in 20 counties of northern Ohio.

Gerhardt Retires From Crouse-Hinds

Frank Gerhardt, known throughout the seven western states as "Chubby", retired last month as Pacific Coast sales manager of Crouse-Hinds. He had been on the job for 21 years. He is succeeded by Horace White, formerly in charge of sales in the Los Angeles territory. That section, in turn, is now the responsibility of H. E. Riggs, who has been White's assistant. George Topham, formerly a salesman in San Francisco, under Gerhardt, now has charge of sales in that territory.

Blaine Williams Displaying Fixtures

The Blaine Williams Electrical Supply Co., Chicago, has divided the front part of headquarters at 600 W. Randolph St. into two parts. One-half is used for the display of ceiling and bracket fixtures, while the other contains the sales counter and merchandising displays. The warehouse and offices are in the rear of the building.

Roller-Smith Moves Offices

The Roller-Smith Co. has moved its executive offices from New York to the plant at Bethlehem, Pa., thereby consolidating all activities in the Pennsylvania city. This does not change the sales set-up in New York and other principal cities.

Graybar, Utah, Shows Appliances

The Graybar house at Salt Lake City held a Hotpoint appliance show at the Newhouse Hotel on January 13. Assisting Manager R. W. Kimberlin and Appliance Manager Vern Brown in presenting the story to visiting dealers and utility men were nine Hotpoint executives. They are R. W. Turnbull,

A STREAMLINED OFFICE ***for J. A. Meier who manages the Jacksonville house of Raybro Electric Supplies, Inc. The sales staff under Meier covers northern Florida and southern Georgia.***

U.S. Tape

AND SPLICING COMPOUND

Everything you'll ever need, in friction tape and splicing compound, on any assignment. Every brand is making good for contractors because each is made good by U. S. Rubber...a name you know and trust. Stick with this leading line of tapes and compounds. It costs no more...gives you Service Beyond Price and Specifications.

UNITED STATES RUBBER COMPANY
1790 Broadway, New York, N. Y.

UNITED STATES RUBBER COMPANY · US · TRADE MARK

United States Rubber Company

G. H. Smith, H. E. Warren, D. C. Marble, A. H. Jaeger, M. H. Beekman, W. A. Grove, Adolph Rebensburg and Clinton Brown.

This house recently took on the Manning-Bowman Zephyr shaver and signed up 62 dealers within 60 days.

Northland Gives Bonuses to Employees

At Christmas time all employees of the Northland Electric Supply Co., Minneapolis, gathered in Freddies Cafe for a big dinner and to receive their bonus checks. All employees except salesmen get checks. Amounts paid are based on a merit system in accordance with the efforts put forth. The salesmen miss out as they are paid according to individual sales.

This house started out in 1920 with 12 employees, now has 48 on the payroll. One of the largest independents in the Northwest, Northland covers the Dakotas, Minnesota, Iowa and Wisconsin.

Graybar Vets Get Awards

During the last three months of 1938, Graybar presented service awards to 21 employees. Those receiving 30-year buttons were J. H. Pearson, Jr., Southwestern district manager at Richmond; Elliott Lum, Providence manager; Oscar H. Leutwiler, St. Louis service manager; J. H. Borgel, St. Louis warehouse foreman and Alexander Scott, Philadelphia counter salesman.

Those now sporting 25-year buttons include William H. Holdorf, St. Paul manager; R. W. Berney, Cincinnati specialist; Harry Koehler, New York disbursing clerk, and William H. Robertson, New York repairman.

Three salesmen received 20-year awards. They are Harold Saunders, Boston; Emil C. Anderson, Grand Rapids and Burl H. Martin, Omaha. Other folks in their 21st year are Paul V. Black, auditor, general department; George E. Ela, Boston service clerk; LeRoy F. Wright, Chicago disbursing clerk; Gordon M. Colwill, Detroit specialist; Charles M. Park, Richmond warehouse foreman; Mary J. Ryan, Seattle office sales; Louise A. Rose, Milwaukee service clerk; Norma Maloney, Detroit teller assistant; and Mary Kohlway, general department teller.

Robert Shannon Promoted By RCA

Robert Shannon, formerly vice president and general manager of the RCA Manufacturing Co., was elected executive vice president January 1. Shannon, who is 46 years old, has been in the radio business since it started and has held virtually every kind of factory and administrative job. He has moved ahead rapidly since coming from Ireland as an immigrant boy and starting to work for 17½ cents an hour.

Swoish Joins Roller-Smith

W. R. Swoish is now sales manager for the Roller-Smith Co., Bethlehem, Pa. He was formerly Northwest district switchgear supervisor for Westinghouse. He had been with that company since 1921, following his graduation from Ohio State University. After an apprentice course, he entered the switchgear sales department. Then in 1927 he sold to the utilities in the Buffalo territory.

In 1931 he returned to headquarters as sales manager of the distribution transformer section and the following year became manager of the oil breaker section of the switchgear division. Four years later he was promoted to switchgear sales manager.

Connecticut Telephone Opens Chicago Office

To keep in closer contact with its rapidly expanding midwestern market, the Connecticut Telephone & Electric Corp. has opened offices in Chicago's Builders' Building, 228 N. LaSalle St.

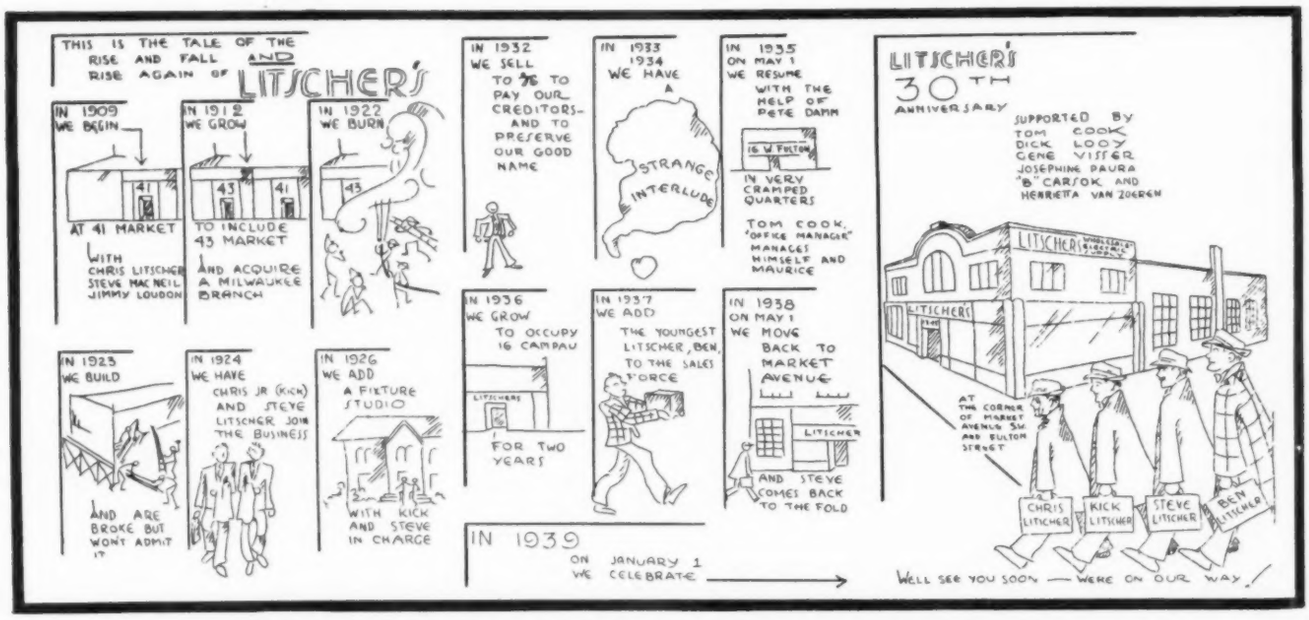
Manager Paul Josepher and his salesmen will tell the Connecticut sales story on intercommunicating systems to wholesalers, architects, builders and contractors.

Cleary Takes Goodrich Line

The M. J. Cleary Co., St. Louis manufacturers' agents, have taken on the Goodrich line of industrial lighting fixtures. The Cleary salesmen cover Arkansas, and parts of Illinois and Missouri.

G.E. Supply, Memphis, Unveils Appliance Lines

G. T. Watson, Memphis branch manager for G. E. Supply, R. A. Shackleford, district manager, and G. D. Adair,


THIS IS THE TALE OF THE RISE AND FALL AND RISE AGAIN OF LITSCHER'S
IN 1909 WE BEGIN
AT 41 MARKET
WITH CHRIS LITSCHER STEVE MACNEIL JIMMY LOUDON
IN 1912 WE GROW
TO INCLUDE 43 MARKET
IN 1922 WE BURN
AND ACQUIRE A MILWAUKEE BRANCH
IN 1923 WE BUILD
AND ARE BROKE BUT WONT ADMIT IT
IN 1924 WE HAVE CHRIS JR (KICK) AND STEVE LITSCHER JOIN THE BUSINESS
IN 1926 WE ADD A FIXTURE STUDIO
WITH KICK AND STEVE IN CHARGE
IN 1932 WE SELL TO TO PAY OUR CREDITORS AND TO PRESERVE OUR GOOD NAME
IN 1933 1934 WE HAVE A STRANGE INTERLUDE
IN 1935 ON MAY 1 WE RESUME WITH THE HELP OF PETE DAMM
16 W FULTON
IN VERY CRAMPED QUARTERS
TOM COOK "OFFICE MANAGER" MANAGES HIMSELF AND MAURICE
IN 1936 WE GROW TO OCCUPY 16 CAMPAU
FOR TWO YEARS
IN 1937 WE ADD THE YOUNGEST LITSCHER, BEN, TO THE SALES FORCE
IN 1938 ON MAY 1 WE MOVE BACK TO MARKET AVENUE
AND STEVE COMES BACK TO THE FOLD
IN 1939 ON JANUARY 1 WE CELEBRATE
LITSCHER'S 30TH ANNIVERSARY
SUPPORTED BY TOM COOK DICK LOOY GENE VISSER JOSEPHINE PAURA "B" CARSOK AND HERRIETA VAN ZOEREN
AT THE CORNER OF MARKET AVENUE SW AND BULTON STREET
CHRIS LITSCHER
KICK LITSCHER
STEVE LITSCHER
BEN LITSCHER
WELL SEE YOU SOON — WERE ON OUR WAY

Chris Litscher of Grand Rapids tells the story of his "rise and fall and rise again."

Sow better Light

AND REAP INCREASED SALES WITH . . .

TYPE H MAZDA MERCURY LAMPS

Plant this modern light in one department. It's a sure way of creating a fertile business. Other department heads and workmen will want the benefits that this most efficient light source assures. » » » You can provide higher illuminations for a given energy cost. Better light means better sight, better production, and improved employee morale. In combination with filament lamps, Type H MAZDA Mercury Lamps produce an illumination that simulates and blends with daylight. » » » Make full use of General Electric field promotion men. Get their cooperation in selling "engineered lighting to fit the job." You will profit.

The 400-Watt MERCURY Lamp is 60 to 140% more efficient than other available light sources.

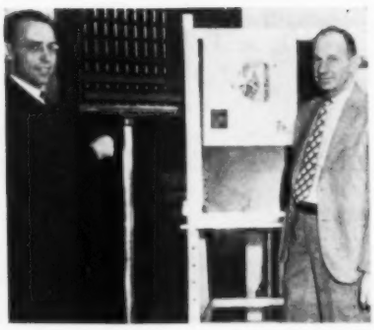
Order your auxiliary devices which were designed especially for this lamp from the General Electric Vapor Lamp Company.

GENERAL ELECTRIC

928H

General Electric Vapor Lamp Co.
891 Adams Street, Hoboken, N. J.

Incandescent Lamp Department
Dept. 165, Nela Park, Cleveland, Ohio



"THIS FEATURE," and on goes F. H. Bigelow (left) giving some sales pointers to C. H. Caldwell who sells for Riechman-Crosby, Memphis. Bigelow covers that territory on behalf of ILG Electric Ventilating Co.

district appliance specialist, held a ten-day open house for dealers of the tri-states. The show which started January 4, featured refrigerators, ranges, water heaters, radios and washers.

G.E. Supply, Saginaw, Beats Own Lamp Quota

While a national lamp contest was on, G. E. Supply, Saginaw, Mich., tied-in with its own drive. Branch Manager H. D. Garber set up a quota of 24 contracts to be landed from September 1 to December 1. The boys stepped out and sold 35 contracts and Salesman H. Hider led that district in the national drive.

Illinois Porcelain Appoints Christiansen

The Illinois Electric Porcelain Co. has appointed the V. G. Christiansen Sales Co., Omaha manufacturers' agents, as representative in Iowa and Nebraska.

Turner Brass Names New Representatives

W. S. Gardner of Chattanooga, and A. L. Meredith of Miami, have been appointed representatives in the Southeast by The Turner Brass Works, manufacturers of blow torches, pressure lamps, soldering coppers, etc. Gardner is selling the trade in Tennessee, North Carolina, Kentucky and the Virginias. Meredith covers Florida, Georgia, South Carolina, Alabama, Mississippi and New Orleans.

Cleaver On Lighting Committee

Oscar P. Cleaver, head of the Illumination Section of Westinghouse Lamp Company's Commercial Engineering Department at Bloomfield, has been appointed to the executive committee of the Better Light-Better Sight Bureau.

Cole Heads Ben Franklin Club

At a recent meeting of the Los Angeles Ben Franklin Club, A. J. Cole of the McGraw Electric Co., was elected president. Will H. Davie of Allied Industries wielded the gavel last year. E. I. Hannah of Maydwell & Hartzell, Inc., was named first vice president. W. C. Caffray of the Electric Sales Co., becomes second vice president and Graham Holabird of National Electric Products is secretary.

Phelps Dodge Adds To Yonkers Plant

Anticipating increased building and utility plant expansion, Phelps Dodge is enlarging its plant at Yonkers, N. Y. This factory, which operates as the Habirshaw division, is completely equipped for the manufacture of all types and sizes of wire and cable.

Akron Pushing Adequate Wiring

A short time ago the Adequate Wiring Bureau of Akron issued its first certificate. And the electrical boys got Mayor Lee D. Schroy to make the presentation to Mr. and Mrs. William Marting, owners of the well-wired home.

This event, which launched the local program, was followed by an industry dinner attended by more than 100. Since the drive started, four more homes have been certified and many others are being built to Adequate Wiring standards.

Ward Now Noma Brass-Hat

When a man becomes vice president, he is in the executive or brass-hat class. And that is Joseph H. Ward's new job at Noma Electric Corp. He is moving ahead. Less than a year ago he was made sales and advertising manager of the company. For eleven years before that he covered New York, Pennsylvania and West Virginia.

Lighting Studio At Shepherd Electric

The Shepherd Electric Co., Baltimore, has fixed up an attractive room for the display of residential and commercial units. The room which measures 40-feet by 60-feet is wired with some 200 ceiling and wall outlets, so each fixture can be illuminated for proper showing.

This department is the responsibility of Harry M. Ryan who has been promoted from the sales staff.

Culbert Is Proctor Sales Head

Charles P. Culbert has been named general sales manager of Proctor Electric. He headquarters at the main office in Philadelphia. Well known in the appliance field, Culbert has had executive sales experience with May Oil Burner Corp., Gilbert & Barker Mfg. Co. and the National Radiator Corp.

Hopper Improves Displays

The H. M. Hopper Co., St. John, N. B., recently completed improving its show room. The display room has

EYES FRONT by six of the boys of Leff Electric, Cleveland. From the left, Ben Murphy, I. Frankel, Wm. Freeman, D. Kohn, S. Leff and Aaron Boyd.

You Should be on

SPEAKING TERMS

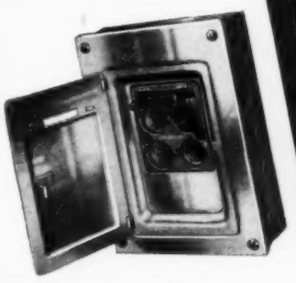
with every one of these COLT SERVICE Equipment Devices

. . . they mean Cash in the Till to You

No. 35N6-F Flush Type Cabinet with Provision for Transformer and Despard Switches

FUSELESS MAIN SWITCHES . . . with Branch Circuits

Equipped with as many as six branch circuits, as now permitted by the National Electrical Code. Front operated Rotor Disc type switches, 30 Ampere, 125-250 Volts, with Solid Neutral. Cabinets supplied for Surface or Flush Mounting with or without provision for both bell ringing Transformer and Despard type switches. Plaster adjustments for flush type cabinets. Dome covers permit use of non-tamperable fuses. Interiors are quickly removed from cabinets for wiring . . . the mechanism is designed for long wear and maximum safety.



No. 32N3

FUSIBLE MAIN SWITCHES . . . with Branch Circuits

Front Operated
30 Amp. Rotor Disc Type
Flush or Surface Cabinets

No. 29L4-F

These devices are similar in design to the Fuseless Main Switches described above. They provide in one complete unit, a main switch and both main and branch fuses, with or without provision for bell ringing Transformer and Despard type switches. 30, 60 and 100 amperes, 125-250 Volts, with Solid Neutral. Surface or flush cabinets. Plaster adjustments for flush type cabinets. Interior units are easily removed . . . covers designed for use of non-tamperable fuses. Ruggedly constructed, with simple, safe mechanism.

PULL OUT SERVICE SWITCHES . . .

with Branch Circuits
3 Pole, 125-250 Volts, Solid Neutral

No. 7RL4

In this complete line of Service Switches, the 60 Ampere cartridge fuses are located in removable fuse holders. The circuit is opened by simply withdrawing the holder from the block. The entire switch mechanism is removable and the block can be reversed to bring lighting circuits at the top. Fuse Holders and Plug Fuse Receptacles are accessible through an auxiliary door in the cover . . . and full clearance is allowed for non-tamperable fuses.

COLT *Electrical Products . . .*

Manufactured by a World Famous Organization

COLT'S PATENT FIRE ARMS MFG. CO., Hartford, Conn.

COLT NOARK Electrical Division

The COMPLETE Line

Every kind of conductor fitting—for tube, bar, cable, or wire. Every size. More than 6,200 items.

Including many *Improved Fittings* originated by Penn-Union to give you quicker and easier connections, that are *Permanent* and *Dependable.*

Clamp Type Terminals for every size and type conductor. All types—for any application.

Universal Clamp, that takes a wide range of wire sizes.

Most Popular Type of connector, with innumerable uses — the all-around favorite of practically every user of current.

Set-screw connectors for solid and stranded cable.

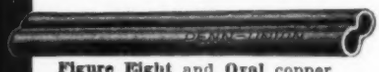
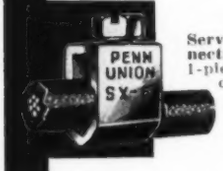


Figure Eight and **Oval** copper tube sleeves, also split tinned sleeves, etc.



Service Entrance Connectors, with heavy 1-piece hard drawn copper body.

Fuse Clips, Ferrule and Knife-Blade types, spring tempered bronze.

Every Penn-Union Connector is Dependable. Preferred by the leading utility companies and "industrials."

Sold by leading jobbers

PENN-UNION ELECTRIC CORPORATION

ERIE, PA.

PENN• UNION

Conductor Fittings

RETIRES. ***William H. Colman, manager of construction material building sales in Chicago for General Electric, retired last month after spending 48 years with the company. He started with the company at Chicago back in 1890 in the mailing department. Two years later he joined the supply department and did a fine selling job to the World's Columbian Exposition and various exhibitors. When the show closed "Billie" went to Detroit as supply manager.***

In 1908 he was back in the windy city as assistant manager of supplies and the following year was upped to manager. When the company organized the Merchandise Department in 1923, with responsibility for supply lines, he was made manager of the central zone. Then in 1930 the construction material building equipment sales organization was set up and "Billie" became Chicago manager. That position he held until he retired.

been enlarged and new counters, tables and cabinets installed. The fixture display has been altered with the installation of 200 units all wired for proper showing. One of the features of the room is a revolving, double-deck display stand located in its center.

Electra Supply Shows Appliances

The Electra Supply Co., Poughkeepsie, N. Y., showed its 1939 line of Hotpoint appliances to the trade January 23 and 24. The two-day meeting was held at the Campbell Hotel. Appliance Sales Manager B. C. Manning was in especially good fettle for just a month before, he was scratched from the list of eligible bachelors.

New Wesco Jobs For Reilly, Ames

Al Reilly who has been with Westinghouse Electric Supply at Newark, N. J., has been moved to Albany, N. Y., as manager. Frank Ames has been made sales manager of supplies and apparatus at Newark.

G.E. Names Vice Presidents

R. M. Alvord, J. E. N. Hume and A. S. Moody have been elected commercial vice presidents of the General Electric Co. Alvord is manager of the Pacific division. Hume manages the Industrial Department. And Moody heads activities in the Northwest.

MEN ON THE MOVE

Patrick Smith, who has been warehouse foreman at Graybar's Queens, branch, has moved over to Newark, N. J., to handle the same work there.

*

E. F. Edsall is traveling out of Chicago for the Gibson Electric Refrigerator Corp. He had been assistant to the general sales manager.

*

R. E. Kortepeter is now assistant sales manager of the Apex Rotarex Corp. Before his promotion he managed the refrigeration division. **A. C. Scott,** who has been selling in San Francisco, has been moved to Cleveland as sales head of the central division.

*

W. H. Milton, Jr. is heading up sales for General Electric's Plastics department. He had been selling in the Philadelphia territory.

*

Franklin Clark is now with the Duro-Test Corp., North Bergen, N. J., as assistant electrical engineer. He was formerly with Westinghouse.

*

Charles F. Scott heads up the transportation department for General Electric's New York office. He was upped from assistant.

PROMOTED. ***E. W. Seeger, left, has been appointed chief engineer of Cutler-Hammer, and P. B. Harwood has been upped to assistant chief of that department. Seeger was assistant before the promotion, a job he held since 1938. He joined the company in 1913. Harwood, a Cutler-Hammer man since 1917, was general engineering supervisor before taking over his new work.***

A PROMOTION *for J. F. O'Donnell of Westinghouse. His new title is assistant sales manager of the merchandising division and he has his office at Mansfield. Before the promotion, O'Donnell had been assistant manager of the refrigeration department, also merchandising representative in New York.*

John H. Spraggon has charge of the Buffalo district for Westinghouse Electric & Mfg. Co. He was at New Haven, Conn., in the same capacity. **Ray L. Kimber,** who had been manager at Buffalo has taken over the same work in Syracuse.

•

Andrew C. Tomb is covering Ohio and West Virginia for the Droll Electrical Sales Co., Detroit, exclusive agents for Triangle Conduit & Cable Co. in Michigan, Ohio, West Virginia and part of Kentucky.

•

Frank M. Urban is now assistant manager of United States Rubber's mechanical sales office at Chicago. He had been assistant to the manager.

•

E. H. Grant and **T. P. James** are out in the territory for Proctor Electric. Grant covers New England and James travels Michigan.

•

Clyde V. McKay is selling in the Washington-Baltimore territory for the Economy Fuse Co.

OBITUARIES

C. B. Hawley

C. B. Hawley, 66, one of the electrical pioneers of the Intermountain territory, and recently appointed district manager of the Westinghouse Electric Supply house at Salt Lake City, died at his home, December 18. Mr. Hawley was born in Salt Lake City on December 15, 1872. Following graduation from high school he went with the old Intermountain Electric Co. When this company

DISKONECT REFLECTORS

—MUCH EASIER TO SERVICE

● **If you want good illumination, your reflectors must be removed now and then for cleaning. Make an easier job of it with the Diskonect—released or attached in an instant without fussing with tools or wiring. You needn't twist, tug or force. There's nothing to corrode or stick. It's all done with a simple, spring-set plunger in the hood which releases or locks the reflector and lamp as a unit. Diskonect Reflectors are offered in a variety of styles and sizes—an exclusive Goodrich feature.**

"As the simplest detachable reflector on the market, the Diskonect sells on demonstration. Take advantage of its growing popularity to make extra profits. Ask for complete information."

Sunny Lumens
THE GOODRICH REFLEXPERT

MEMBER OF R. L. M. STANDARDS INSTITUTE

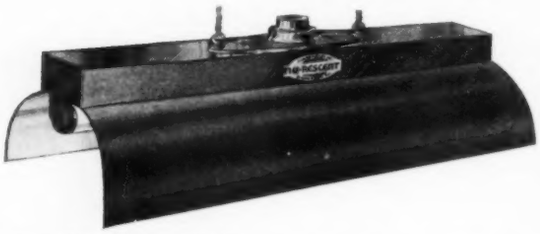
GOODRICH
ELECTRIC COMPANY
OFFICES IN ALL PRINCIPAL CITIES

GENERAL OFFICES AND FACTORY: 2921 N. OAKLEY AVENUE, CHICAGO, ILL.

Another Frank Kelley **DEVELOPMENT**

THE NEW NU-RESCENT OPEN END UNIT

Now makes it possible for Wholesalers to meet the demand for a Quality Unit at a low price!



C O E Models Green porcelain exterior—white porcelain interior —all equipped with superior mounting plate type of construction. Special combination mounting for use with conduit or chain suspension. For chain suspension, approved cord, plug and fixture loops furnished at $1.50 additional list. With toggle switch at $1.00 additional list. All units equipped with Thermal type auxiliaries. Prices do not include lamps.

- **OUR POLICY**—Nu-rescent Reflector Luminaires are and always will be marketed *exclusively* through recognized Electrical Wholesalers *without exception.*
- **OUR PRODUCTS**—Engineered and designed from the ground up by Fluorescent Lighting Specialists using all Underwriters' approved material—the finest available. Our regular NU-RESCENT Industrial Line furnished in 8 sizes for use with one, two and three lamps each. Our price schedule on the regular line was revised January 6th. Write for it.
- **OUR COMPANY**—In business since 1878. Since the inception of Fluorescent Lighting we have been closely associated with its development and have engineered and designed what we believe to be the first efficient Reflector Units available for national distribution. And in addition, since we are in this business exclusively, we keep constantly abreast of all new developments in Fluorescent Lighting, and we can, therefore, assure you of real Service, Savings and Satisfaction on all Industrial Fluorescent Lighting problems.

Write for prices on the new C O E Units and also for our regular line.

FRANK KELLEY, INC., LAMP DIVISION **ELKINS PARK, PA.**

WHY NOT? *Have Your Personal Accident and Health Insurance with*

Eastern Commercial Travelers Associations

Mutual Company • No Agents • No Branch Offices

MASSACHUSETTS CO., INC. 1894

ACCIDENT POLICY PAYS		HEALTH POLICY PAYS	
Accidental Death	Weekly Disability	$25.00 Per Week For Confining Sickness	$10.00 PerWeek For Non-Confining Sickness
$5,000—$10,000	$25.00—$50.00		
Estimated Annual Cost $15.00		Estimated Annual Cost $18.00	

PAYS WHILE YOU ARE LAID UP . . .
PAYS FROM THE FIRST DAY'S DISABILITY
PAYS DOUBLE BENEFITS ON TRAINS . . .

No policy is cancelled, rates increased, or benefits reduced on account of age!

Send the Coupon TODAY!

JOHN S. WHITTEMORE, Secy-Treas.
Eastern Commercial Travelers Associations
80 Federal Street, Boston

Without obligation, please send complete information and application for membership to

Name .....

Address .....

City .....State .....

W-S-39

was purchased by Westinghouse Supply, Mr. Hawley continued as special representative until his recent promotion.

Active in organization affairs, he was one of the founders of the Westinghouse Agent-Jobbers Association; president of the Utah Tuberculosis Association for nine years; past chairman of the Pacific Division of NEWA; and past president of the Utah Outdoor Association, the local Chamber of Commerce and the Rotary Club.

Bert R. Johnson

Bert R. Johnson, 45, sales manager of the Westinghouse Electric Supply Co., Milwaukee, died suddenly December 18. A native of Milwaukee, he joined the old Julius Andrae Co. in 1912. He continued with the firm after it was purchased by Westinghouse Supply. Seven years ago he was made local sales manager. Mr. Johnson is survived by two daughters, his mother, a sister and two brothers.

LeRoy H. Link

LeRoy H. Link, 56, secretary-treasurer of the General Electric Supply Corp. since its formation in 1929, and a member of the Finance Committee of NEWA since the same year, died January 3, after a short illness.

Born in Columbia County, N. Y., he graduated from the Chatham High School and the Albany Business College. He joined General Electric's foreign department in 1902. In 1913 he became auditor of the St. Louis district and six years later joined the traveling auditors' staff of the general office. That same year he was made secretary-treasurer of the Wesco Supply Co., St. Louis, a General Electric affiliate. This company later became General Electric Supply Corp.

Frederick J. Osius

Frederick J. Osius, 59, one of the founders of the Hamilton-Beach Mfg. Co., died January 5, in Miami, where he had resided many years. A native of Racine, he entered the electrical equipment field with the formation of the Standard Electric Co., which he sold in 1909 to the McCrumb-Howell Co. In 1910, with three other men, he organized the Hamilton-Beach Mfg. Co. Mr. Osius is survived by his wife, a daughter, a brother and three sisters.

George C. Strauss

George C. Strauss, 58, president of the Joseph Strauss Co., Buffalo distributing organization, died January 3, of a heart attack. Born in Buffalo, he joined his father in 1898, who was running a retail bicycle business. Later they manufactured bicycles. With the growth of the automobile business, the

company started wholesaling parts and accessories. In 1923, radios and other major appliances were added. His wife, two sons, five daughters, three sisters and a brother survive.

Russell B. Tewksbury

Russell B. Tewksbury, 79, chairman of the board of The Oster Mfg. Co., died January 1, at his winter home in Sarasota, Fla. One of the founders of the company, he had been a resident of Cleveland since 1880, following his graduation from Princeton. In 1898 he became president of the company and held this position until five years ago, when his son Roger G., succeeded him. He then became board chairman. Surviving Mr. Tewksbury are his wife, two sons, a daughter and eight grandchildren.

William H. Voss

William H. Voss, 82, dean of the household washing machine industry, died last month in his home at Davenport, Iowa. Founder and lifetime president of the Voss Brothers Mfg. Co., he produced his first washer in 1876.

Losing an arm while hunting, he became interested in wood carving, using a special breastplate which he devised to hold the chisel. One day while watching his mother wash clothes, he decided this work could be done much easier. So he made an all-wood, hand-operated washing machine for her. It worked. Neighbors became interested and, at 22, Mr. Voss was in the washing machine business as designer, manufacturer, and house-to-house salesman. Later he formed his own company with his brothers F. P. and John A.

Mr. Voss was treasurer of the American Washer and Ironer Manufacturers' Association since its formation in 1916.

MEETINGS AHEAD

Baltimore — Electrical Manufacturers Representatives Association, sixth annual show, at Emerson Hotel, February 13 to 15.

•

Chicago—Edison Electric Institute at Edgewater Beach Hotel, March 20 to 24.

•

Chicago—Radio Manufacturers Association, fifteenth annual convention, at Stevens Hotel, June 13 and 14.

•

Chicago—National Radio Parts show in Exhibition Hall of Stevens Hotel, June 14 to 17.

•

Hot Springs, Va.—Electrical Manufacturers Club at The Homestead, May 10 to 12.

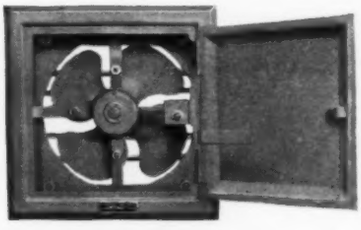
As Modern as TOMORROW

This streamlined beauty is the new Delux 16-inch SIGNAL 3-speed Fan. It is modern in styling and engineering. Some of the outstanding features are enclosed oscillating unit with push button control, slow speed motor, greater air delivery, wide sweeping fan blades and unusual quietness.

$29.50 LIST

Finished in rich black baked-on enamel, polished aluminum blades and cadmium plated guard.

Here's the New Signal Automatic Wall Box Kitchen Vent Fan



ONLY $24.00 LIST

A high quality kitchen vent fan for permanent installation . . . telescopic in design . . . made in sizes to fit walls from 7″ to 24″ thickness . . . easy to install . . . 10″ quiet type fan that moves 500 cubic feet of air per minute . . . outside shutter frame is cast iron with aluminum weather-tight shutters . . . motor is rubber mounted . . . motor operates by opening and closing door.

ADJUSTABLE FLOOR MODEL PEDESTAL FAN

A high quality oscillating fan adjustable from 4 ft. 6 in. to 7 ft. 6 in. from floor to center of fan . . . 16″ quiet type polished aluminum fan blades . . . rotary type switch, 3 speeds . . . induction motor non-radio interfering

$35.00 LIST

The demand for Signal Fans is constantly increasing. Signal offers high quality at moderate prices. And there's a nice margin of profit for you. Write for 1939 fan catalog, merchandising program, and prices.

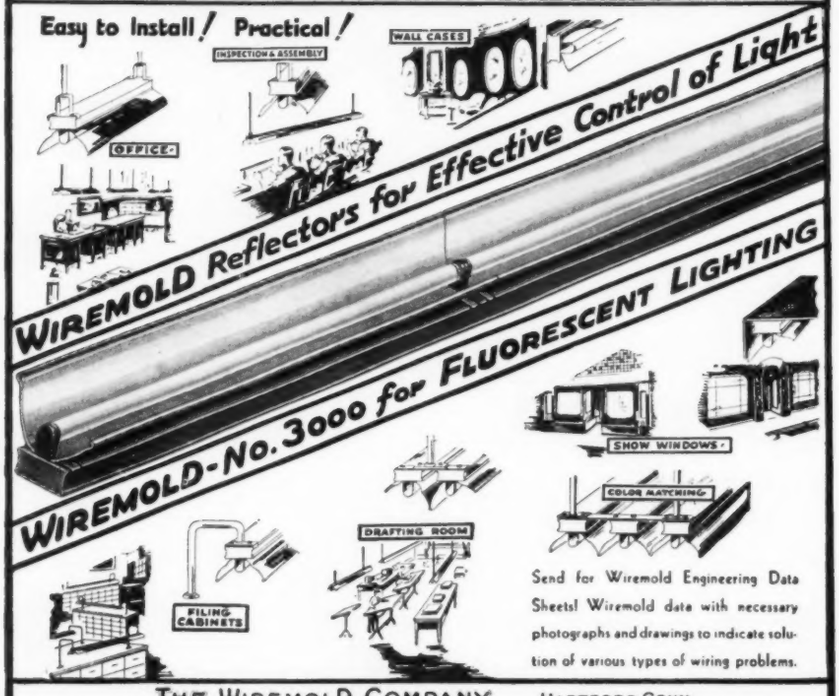
SIGNAL ELECTRIC MFG. CO., Menominee, Michigan

SIGNAL

Offices in all principal cities

WIREMOLD FLUORESCENT
STRIP and REFLECTORS
Designed for Fluorescent Lamp Applications

Easy to Install! Practical!



Send for Wiremold Engineering Data Sheets! Wiremold data with necessary photographs and drawings to indicate solution of various types of wiring problems.

THE WIREMOLD COMPANY HARTFORD, CONN.

Long Beam Floodlight

QUAD

FOR A BRIGHTER AND *MORE PROFITABLE* FLOODLIGHT BUSINESS

Put it up to QUAD

Wholesalers say—"Improves lighting unit sales"

Contractors say—"A great line"

Their customers say—"Entirely satisfied"

Cash registers say—"Bing! More profit!"

We say—Depend on QUAD—it's the right line for you right now

QUADRANGLE MFG. CO., 32 S. Peoria St., Chicago, Ill.

PROMOTED TO ***head of advertising and sales promotion for the lamp division of Westinghouse Elec. & Mfg. Co. Herbert E. Plishker succeeds J. F. O'Brien, who recently resigned. Plishker has been a member of the lamp advertising force for about 11 years, the last six as assistant manager. Before joining Westinghouse he was with the Pratt & Lindsay Advertising Co. He is a member of the American Institute of the City of New York and the Electrical Association of that city.***

Hot Springs, Va.—National Electrical Manufacturers Association at The Homestead, May 14 to 18.

•

Hot Springs, Va.—National Electrical Wholesalers Association at The Homestead, May 21 to 26.

•

Kansas City—Missouri Association of Public Utilities at Hotel Muehlebach, April 12 to 14.

•

Milwaukee—Wisconsin Utilities Association, technical and commercial divisions, at Pfister Hotel, March 13 and 14.

•

New York—Empire State Gas & Electric Association at Park Central Hotel, May 12.

•

Seattle—Northwest Electric Light & Power Association, engineering and operation sections, April 19 to 22.

NEW BOOKS

Air Conditioning in Third Edition

The underlying engineering principles of air conditioning persist through the passing of time, but much that is new today is obsolete in three years' time. For this reason Samuel R. Lewis has

written a third edition of his "Air Conditioning for Comfort", thus bringing the work up to the latest practice embodying the further experience of his staff and himself.

Because the book is used extensively as a school text all approximations in examples have been eliminated in the new edition, and in the examples of psychrometric computations both tables and the chart are applied to render both devices thoroughly understandable.

The methods and practices suggested throughout the book are those of an engineering office in which they are applied in the daily routine—and where every suggestion is tested in the "acid bath" of actual installation and operation.

Following are chapter headings which give an idea of how completely Mr. Lewis covers his field: "Terms Used in Air Conditioning", "Codes and Operating Suggestions", "Air Conditioning and The Human Body", "Humidity Controllers and Control", "Heating Systems", "Refrigeration and Refrigerants", "Air Distribution", "Water in Air Conditioning", "Noise and Its Control". (Keeney Publishing Co., Inc., Chicago, Ill.)

MORE FACTS ON PRODUCTS

Cable Joints—General Electric Co., Schenectady, N. Y. Bulletin GEA-2989 called "How To Make Cable Joints—Portable Cable" gives detailed instructions for splicing and vulcanizing the principal types of rubber-insulated rubber-jacketed portable cable.

▼

Conduit—The Fibre Conduit Company, Orangeburg, N. Y. Booklet on Orangeburg NOCRETE for installation underground without concrete encasement. Booklet is No. WSCDM.

▼

Control Units—Westinghouse Elec. & Mfg. Co., East Pittsburgh, Pa. Control units used with tubular fluorescent lamps to maintain current and voltage at proper values are described in an illustrated leaflet—Catalog Section 61-275.

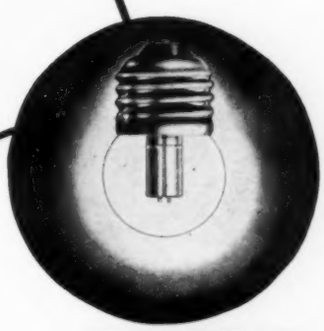
▼

Fans—Delco Appliance Div. General Motors Sales Corp., Rochester, N. Y. A 20-page illustrated catalog giving complete data on the entire line of Delco fans, including eleven new models.

▼

Fuse Pullers—Trico Fuse Mfg. Co., Milwaukee, Wis. A four-page folder gives specifications on four sizes of this company's fuse pullers. The midget size, the pocket size, the giant size and the jumbo size. Illustrations of the pullers are also given.

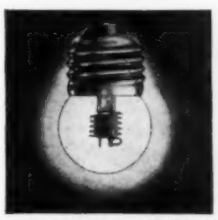
LONG LIFE • NO LAG
SHOCK RESISTANCE
LOW CURRENT
CONSUMPTION



Features that keep
NEON GLOW LAMPS
in steady demand

¼ Watt, 115 Volts—T4½ Bulb Supplied with Candelabra Screw Base Only

2 Watt, 115 Volts—S14 Bulb Finish—Clear, Sprayed Red or Yellow



1 Watt, 115 Volts—G10 Bulb

3 Watt Bulb S14, Finish—Clear, Sprayed Red or Yellow

Here's a full line of dependable, low-wattage lamps that moves fast . . . and with a minimum of selling effort. That's easy to understand, when you consider the many exclusive advantages of NEON GLOW LAMPS.

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GENERAL ELECTRIC
VAPOR LAMP COMPANY
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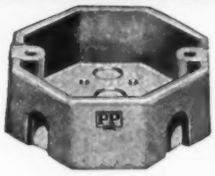

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TRICO POWDER PACKED FUSES
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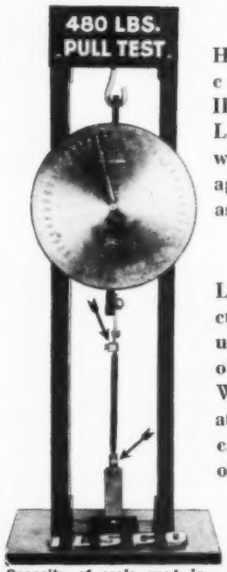

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Dept. WS

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Fluorescent Fixtures—Day-Brite Lighting, Inc., 5401 Bulwer Ave., St. Louis. Bulletin H describes and illustrates this company's lighting fixtures for fluorescent lumiline lamps. Included are wall-case troughs, light strips, adjustable bracket, fitting mirror, color-matching, surface, ceiling, and showcase fixtures.

▼

Lighting—General Electric Supply Corp., Bridgeport, Conn. "Lighting Equipment for Commercial, Industrial and Floodlighting Requirements" No. 37L, a 200 page cloth bound volume, gives up-to-date information on standard lighting materials manufactured by The Miller Co., Holophane Co., Curtis Lighting, Inc., Day-Brite Reflector Co., Alabax Div. of Pass & Seymour, Murlin Mfg. Co., Century Lighting, Inc., McFaddin & Co., Faries Mfg. Co., and the General Electric Co.

▼

Lighting—Fostoria Pressed Steel Corp., Fostoria, Ohio. "Engineered Lighting For The Graphic Arts Industry" is a 12-page booklet describing and illustrating their lighting units as applied to art work, photo engraving, electrotyping, stereotyping, type setting, printing, and bindery operations. Specifications for each model are also given.

▼

Lighting Fixtures—La Salle Lighting Products, Inc., 143 Seneca St., Buffalo, N. Y. A 12-page folder featuring the line of Wallamps, designed for a variety of rooms, and decorative schemes. Also included is their two-position Wallamp adaptable to both wall and desk use.

▼

Lighting Fixtures—Benjamin Elec. Mfg. Co., Des Plaines, Ill. Sheets for Catalog No. 26 describe and illustrate explosion-proof lighting fixture for locations in which it is not possible to mount the units overhead; and for hazardous locations in which flammable volatile liquids or other substances are present.

FROM MAINE TO VIRGINIA *and from New York to Pittsburgh is the romping ground of Harry Weisman who carries the story for Midwest Chandlier. And the big grin goes right along.*

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Lugs and Connectors—Dante Elec. Mfg. Co., Bantam, Conn. A 14-page booklet giving illustrations and specifications on this company's soldering and solderless lugs, fuse pullers, fuse clips, split copper cable sleeves, and connectors.

▼

Motors—Century Elec. Co., St. Louis, Mo. Manual 21-121 gives detailed information on the installation, care and adjustment of fractional horse power capacitor single phase motors. It describes a capacitor start induction run motor and a capacitor start, capacitor run motor in detail, giving illustrations and diagrams of each.

▼

Ovens—Landers, Frary & Clark, New Britain, Conn. A 6-page booklet featuring their portable electric oven, and showing various uses for it. Complete specifications are included.

▼

Safety Lights—Euclid Rubber & Mfg. Co., 19730 Tyronne Ave., Cleveland. Catalog No. 40 illustrates and gives specifications on this company's line of portable safety lights and attachments.

▼

Switchboards—Bull Dog Elec. Products Co., 7610 Jos. Campau Ave., Detroit. Bulletin No. 385 features their Vacu-Break compact type switchboard, describing in detail its particular features, such as its switch arc control, its flexibility, and its adaptability to wall mount-

▼

Toasters—McGraw Electric Co., Elgin, Ill. An 8-page booklet illustrating in color, and describing their Toastmasters. It includes their automatic pop-up type toaster, 1-slice toaster, waffle-baker, and their sets of toaster, lap trays, appetizer dishes, cutting board, and large tray. Also described is the toast 'n jam set which includes toaster, tray and two jam dishes.

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